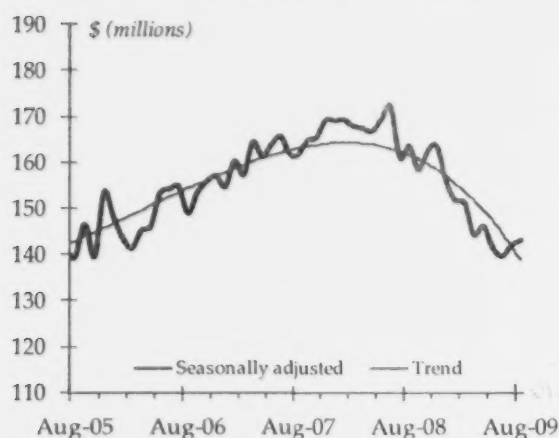


Tourism Sector Monitor ♦ November 2009

Room revenue

BC's room revenues increased (+0.8%, *seasonally adjusted*) in August. In particular, Mainland/Southwest (+2.3%) drove this climb, together with Cariboo (+0.8%), North Coast (+1.8%) and Nechako (+8.0%). However, room receipts in Vancouver Island/Coast (-0.1%), Thompson/Okanagan (-1.7%), Kootenay (-2.0%) and Northeast (-3.8%) all dropped.

Room revenues picked up in August



Data Source: BC Stats

Receipts from sales at mid-sized (76-150 rooms; 1.7%) and large (151-250 rooms; +2.5%) hotels boosted the provincial figures. While revenues at motels (+0.3%) and vacation rentals (+4.6%) also rose, this was offset by lower revenues at small (1-75 rooms; -0.2%) and very large (251+ rooms; -0.8%) hotels, as well as other accommodation types (-1.6%).

Table 1: Room revenue
(seasonally adjusted)

	Aug-09 (\$000)	Jul-09 (\$000)	change %
Accommodation Type			
Total	143,067	141,990	+ 0.8
Hotels	104,201	103,487	+ 0.7
Motels	17,065	17,012	+ 0.3
All other accommodations	21,894	21,576	+ 1.5
Regions (Top 3 performers)			
Nechako	904	837	+ 8.0
Mainland/Southwest	75,695	73,983	+ 2.3
North Coast	1,972	1,938	+ 1.8

Data Source: BC Stats

Visitor entries

The number of visitors to Canada via British Columbia fell for the third consecutive month in August (-1.5%, *seasonally adjusted*). The slide in entries was due mainly to a drop (-3.5%) in the number of Americans electing to stay overnight, but same-day travel from the US also dipped lower (-2.1%). Total entries from overseas countries inched up in August (+0.4%) with much of the increase coming from Asian (+1.7%) and European (+4.7%) countries. On the other hand, the number of visitors from other countries (-9.3%), which includes Oceania as well as North America (excluding the US) and South America, was down substantially from the previous month.

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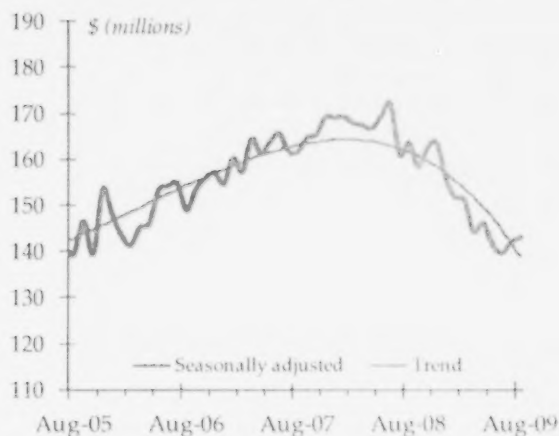
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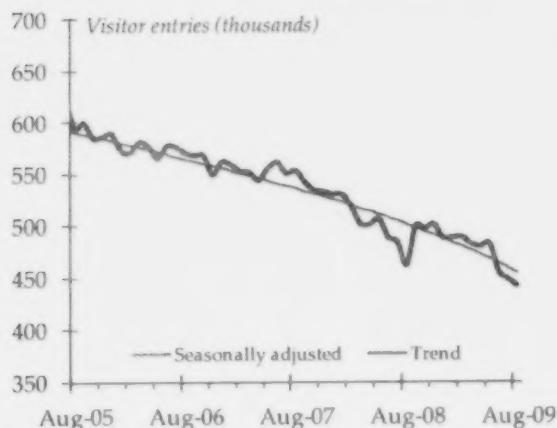
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Visitor entries down in August – the third consecutive monthly decline



Data Source: Statistics Canada

Table 2: Visitor entries
(seasonally adjusted)

	Aug-09 (000s)	Jul-09 (000s)	change %
American visitors			
Total	335	342	- 2.1
Same-day	107	106	+ 0.9
Overnight	228	236	- 3.5
Overseas visitors			
Total	108	107	+ 0.4
Europe	40	38	+ 4.7
Germany	6	6	- 6.3
UK	9	8	+ 7.8
Asia	47	46	+ 1.7
Hong Kong	5	6	- 2.9
Japan	14	13	+ 2.5
Taiwan	1	1	+19.3
Other	21	23	- 9.3

Data Source: BC Stats & Statistics Canada

Other indicators

August saw a rise (+2.1 percentage points) in BC's hotel occupancy rate to 60.7%. Average room rates also recovered somewhat from the previous month (+1.1%), landing at \$124.60.

The number of air passengers travelling through Victoria International Airport inched down (-0.2%). On the other hand, Vancouver International Airport experienced more passenger traffic (+1.7%), with more domestic

(+2.1%), trans-border (+0.6%) and other international (+1.8%) travellers.

The *CoastSaver* fare extension until end of August together with partnered hotel deals along their major routes (in Victoria, Vancouver, Tsawwassen and Nanaimo) may have helped BC Ferries recover somewhat from the previous month as there was an increase in vehicle (+1.2%) and passenger (+0.3%) volumes.

Food services (+1.9%) and drinking places (+1.1%) in BC garnered higher revenues in August.

Table 3: Other tourism indicators
(seasonally adjusted)

	Aug-09	change from Jul-09
Hotel Industry		
Occupancy Rate (%)	60.7	+2.1 pp
Average Room Charge (\$)	124.60	+ 1.1

Data Source: PKF

Airport Passengers	(000s)	(%)
Vancouver International Airport		
Total Traffic	1,331	+ 1.7
US (trans-border)	310	+ 0.6
Other International	291	+ 1.8
Canada (domestic)	730	+ 2.1

Data Source: YVR

Victoria International Airport		
Total Traffic	127	- 0.2

Data Source: Victoria Airport Authority

Food Services Receipts	(\$ millions)	(%)
All Establishments	670	+ 1.5
Food Service	614	+ 1.9
Drinking Places	58	+ 1.1

Data Source: Statistics Canada

Transportation	(000s)	(%)
BC Ferries		
Vehicle Volume	705	+ 1.2
Passenger Volume	1,749	+ 0.3

Data Source: BC Ferries

Exchange Rates	Cdn \$1.00	
US Dollar (\$)	0.919	+0.03
UK Pound (£)	0.557	+0.01
Japanese Yen (¥)	87.184	+3.20
Australian Dollar (\$)	1.100	-0.01

Data Source: Statistics Canada (pp = percentage points)

A look ahead—September 2009

Room revenues in BC inched up (+0.3%) in September. This marginal growth came from expansions in Vancouver Island/Coast (+1.2%), Mainland/Southwest (+0.9%), Kootenay (+0.7%) and Cariboo (+1.8%), which were almost offset by decreases in Thompson/Okanagan (-1.8%), North Coast (-5.2%), Nechako (-9.7%) and Northeast (-2.1%).

A broad overview of accommodation types in BC shows minor increases in room revenues at hotels (+0.4%) and motels (+0.2%), while all other establishments remained flat (0.0%). Small (1-75 rooms; +1.0%), mid-sized (76-150 rooms; +0.1%) and very large (251+ rooms; +1.0%) hotels all saw room receipts improve. The exception was large (151-250 rooms; -0.9%) hotels. Revenue increases at other accommodations (+0.4%) were offset by a decrease at vacation rentals (-0.5%).

Hotel occupancy rates dropped (-1.2 percentage points) in September, down to 59.5%. However, average room rates inched up marginally (+0.2%) to \$124.90.

More passengers (+2.9%) took flight from Victoria International Airport in September. Also, Vancouver International Airport saw higher passenger volume (+0.6%), mainly due to increased international traffic (+3.7%) not from the US. Trans-border passenger volume remained flat (0.0%) while domestic travel was down slightly (-0.3%).

Vehicle traffic at BC Ferries remained relatively flat (+0.1%) in September, whereas the number of boarding passengers was up (+1.1%).

BC food services and drinking places have been showing steady increases since April, jumping another 1.2% in September.

Note about preliminary numbers

Companies file their hotel room taxes with varying delays. The initial data retrieved by BC Stats may be revised considerably over the following months. BC Stats reports room revenues with a three-month lag. For example, data for January are not reported until April. However, we also report "preliminary data" with a two-month lag.

How accurate is the preliminary data? Over 24 reports in 2006-2008, seasonally adjusted preliminary numbers—reported in the "look ahead" section—were lower than subsequently reported estimates by an average of 0.2 percentage points, thereby either underestimating growths or overestimating declines. This is partly because the initial data retrieved at the time the estimates are calculated are not always complete. For example, if the preliminary figure is 1.5, the actual number probably is around 1.7. And if the preliminary figure is -0.5, the actual number is about -0.3.

Special Focus: Demand for American overnight travel in BC

The special focus of August 2009 (*Demand for American same-day travel in BC*) analysed the demand for same-day travel to BC by US residents in the context of a model that was able to exploit a statistically significant long-term relationship.

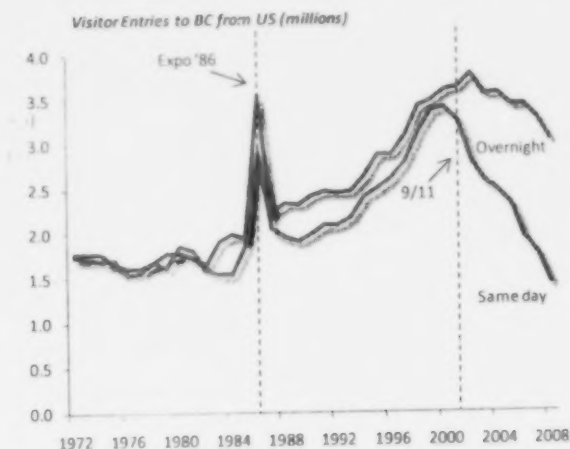
This article analyses the demand for overnight travel by US residents. For the benefit of those that may have missed the earlier article and for the sake of completeness, the discussion provided here overlaps considerably with the previous one in order to keep it as self-contained as possible. Also, since this is a continuation of work presented before, the methods used in the analysis are largely unchanged.

Introduction

Travel from the US to BC is an important source of tourism dollars for the province. However, between 2000 and 2008, the number of US residents entering Canada through BC has shrunk by more than one-third (-36.1%) from a peak of just over 7.0 million entries to less than 4.5 million entries.

Dividing up the number of American visitors into same-day and overnight travelers, it is clear that the number of same-day visits has fallen the most dramatically (-57.7%). However, the slide in the number of overnight travellers (-15.3%), while not as sharp, is no less important. This is especially true for those that work closely with or in tourism-related industries, whose success depends in no small part on the volume of travellers coming to BC from the US.

Since 2000, the number of American entries has declined rapidly



Data Source: Statistics Canada & BC Stats

It is clear that the behaviour of overnight visitor entries appears to have changed over the past three decades, which begs answers to a number of questions. What are the factors that explain the ups and downs seen in overnight travel over the past few decades? Is it possible to measure their effects? Is there a constant and reliable relationship between these factors, or is it unstable? The aim of the analysis presented here is to attempt to answer these very pertinent questions.

In order to address these questions, a simple demand model for overnight travel by US residents was constructed. The model expresses the demand for overnight travel as a function of income, an aggregate price for transportation and an aggregate relative price for travel between the US and BC. Regression analysis was used to estimate the effect that each variable has on US demand for overnight travel. What follows is a brief overview of each of the variables used in the model, the intuition regarding

its inclusion in the model and, finally, the estimated effect of the variable.

Demand for overnight travel

At the outset, it is important to define "demand for overnight travel." Strictly speaking, demand for anything, from cars to cat food and from hamburgers to haircuts, is simply the desire to consume a good or a service and a willingness to pay for it. Overnight travel is really no different from any other good or service in that respect. However, it isn't something that can be directly observed or measured.

So, the question is: how would one measure "demand of Americans to make overnight trips to BC"? While we can't directly observe demand, it is possible to measure the results of demand. After all, if a person really wants something *and* is willing to pay for it *and* it fits within that person's budget, that demand will translate into a purchase.

When looking at the demand for overnight travel from the US, there are many variables that might be considered appropriate. However, for the purposes of the discussion here, the number of "per capita overnight visitor entries to BC by US residents" will serve as a proxy. The reason that demand is specified in per capita terms is to control for the effect of an increasing population in the US without having to include it as a separate variable in the model.

Now, with a definition of demand for overnight travel in hand, it is important to explore possible variables that might drive demand. Fortunately, economic theory and intuition provide a basic outline on how to proceed. There are many factors that go into the choice to travel to a different country, but for the sake of simplicity it comes down to:

- the amount of money the average American has available (*i.e.*, real personal disposable income per capita);
- the cost of transportation to BC from the US (*i.e.*, a transportation "price index" for US residents travelling to BC); and
- the cost of travelling within BC relative to the cost of travelling within US (*i.e.*, an exchange rate adjusted relative travel price index).

The extent to which each of these factors influences American overnight travel was tested using econometric analysis. The results are summarized below.

A modelling exercise

In a previous article, the demand for *same-day* travel was modelled in the context of an "error correction model". Using a similar methodology, demand for *overnight* travel will be investigated. Each of the variables is transformed by natural logarithms in order to allow the discussion to be in terms of percent changes.

The novel feature and main advantage of employing this type of model is to divide the discussion into two parts. First, a "short-run" component, illustrating the dynamic relationship between past and present year-to-year growth rates of the variables making allowances for specific events or shocks. Second, a "long-run" component that presents the relationship without any such transient shocks that would wash out over a sufficiently long period of time. For ease of understanding, however, the focus will be on the long-term results.

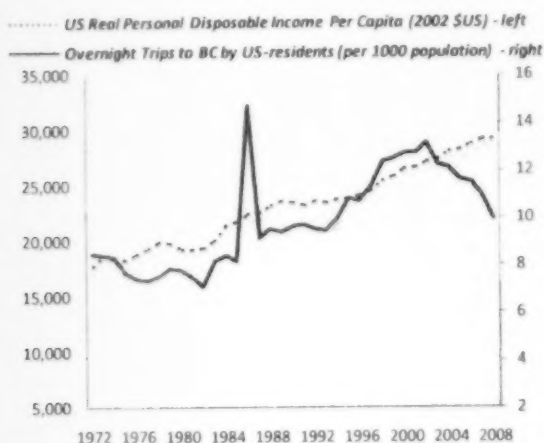
Disposable income

It probably isn't surprising that income plays a role in the choice to travel. Travel expenditures are discretionary. When times are tough and disposable income is in short supply, it is unlikely that one would observe an influx of visitors. Conversely, when things are looking up, and there's a little more money, a potential American traveller is more likely to make travel

plans that could include an overnight stay in BC.

Data for total disposable income earned in the United States is divided by the population to derive a disposable income *per capita* variable. Further, disposable income per capita has been adjusted for inflation using the "all-items" Consumer Price Index for the United States. The end result is *real* disposable income per capita. Again, real disposable income is presented in per capita terms in order to control for the rising population of the US.

Historically, the more money Americans have, the more likely they are to travel to BC



Data Source: US Department of Commerce & BC Stats

As expected, the model shows that an increase in US real disposable income per capita is positively related to overnight stays in BC by US residents. Specifically, the model suggests that, on average, a one percent increase (or decrease) in disposable income per capita results in about a two percent rise (or drop) in per capita overnight visits by Americans. This also confirms that overnight travel is a luxury and, as a result, is disproportionately sensitive to fluctuations in disposable income. Interestingly, it appears as though changes in per capita personal disposable income have less of an impact among overnight travellers than those that make same-

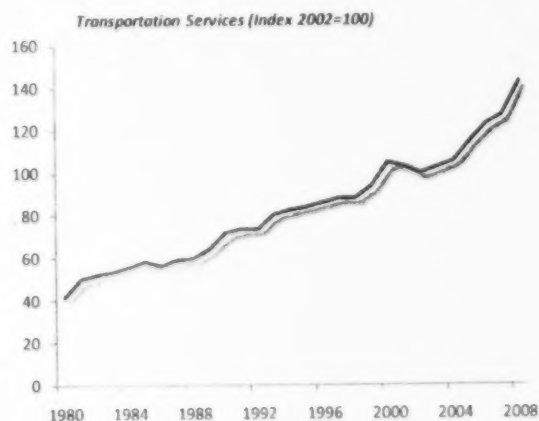
day trips (where a one-percent increase in income resulted in a nearly five percent increase in demand for same-day visits).

Cost of transportation

Price plays a large role in any purchasing decision. If an item costs more than an individual is willing to pay for it, the item won't be bought by that person. Transportation from the US to British Columbia involves the purchase of different goods and services depending on how a potential visitor plans to travel to BC and includes such goods as gasoline (if driving) and services such as fares (if flying or taking a bus or ferry).

Therefore, a weighted average of price indexes related to these factors was calculated in order to create a rough "basket" of transportation goods and services relevant to transportation assuming that these costs are incurred in the United States. In other words, it is assumed that overnight visitors pay for their airline, bus and cruise ship tickets before coming to BC.

Are rising transportation costs related to the decline in the number of American visitors?



Data Source: U.S. Department of Labour & BC Stats

However, there is one exception. In order to take account of the fact that overnight visitors who arrive by automobile are likely to have to

fill-up once they're in BC, gasoline has been treated differently in that it is assumed that most (80%) gasoline purchases will be made within BC rather than the US. The weighting of gasoline price changes was adjusted accordingly.

The model confirms that an increase in transportation costs results in a decrease in the number of per capita overnight visitors. However, the impact is considered quite small and only marginally statistically significant. In fact, the model suggests that on average, a one percent rise in transportation costs leads to a fifth of a percent drop (0.2%) in the volume of per capita overnight travellers.

This result also suggests that demand for overnight travel is markedly less susceptible to swings in the price of transportation than the estimated effect on the volume of same-day travellers which appeared to respond strongly (1.7%) to changes in the cost of transportation.

Relative prices

When making a choice to buy something, income and price of the item are important, but they aren't the only factors that affect one's decision. Purchasing decisions often include the price of some other good or service that might be a substitute for it. For the sake of simplicity, it is assumed that a potential traveller from the United States chooses between travelling to BC and travelling to a comparable location within the United States.

In order to capture this effect, composite price indexes for overnight travel expenses in BC and the United States were constructed. Taking a ratio of one to the other yields an index of relative price changes for overnight travel over time. This travel basket includes indexes for the cost of food, gasoline, airfares, accommodation and other modes of transportation.

Also, because the exchange rate between the Canadian and American currencies fluctuates, it seems appropriate to adjust this relative price change index by the exchange rate faced by Americans (Canadian dollars per US dollar). This exchange rate adjusted relative price change for travel can also be thought of as a *real* exchange rate or as a measure of the relative buying power that an American has while travelling in BC compared to travelling in their own country.

Buying power and overnight visits rise and fall over similar periods of time



Data Source: U.S. Department of Labour, Statistics Canada, Bank of Canada & BC Stats

Interestingly, the behaviour of the exchange rate adjusted relative price index and per capita overnight entries are very similar. This makes intuitive sense. As Americans' relative buying power improves, so do the number of Americans that decide to cross the border into BC. Conversely, as relative buying power diminishes the volume of per capita overnight trips drops off.

The results of the model confirm this intuition, indicating that in the long-run, a one percent increase in American buying power leads to a slightly more half a percent (0.6%) rise in the number of overnight entries from the US. The fact that the response is less than the impulse, that is, a one percent change in buying power of

Americans results in a *less* than one percent change in overnight stays, illustrates that BC and the US are so-called "imperfect" or "weak" substitutes for each other when it comes to overnight travel.

September 11, 2001

The terror attacks of September 11, 2001 have, in many ways, had lingering effects on policy when it comes to travel. In the case of same-day travel, same-day entries were in the midst of a downturn *before* the 9/11 attacks. Therefore it was assumed that 9/11 did not precipitate the dramatic decline in same-day trips and was instead considered to have merely exacerbated an already established downward trend.

Overnight stays are somewhat different in that the drop in per capita overnight trips only occurred *after* the September 11th attacks. Furthermore, given that nearly half of US residents who make an overnight trip to BC arrive via either plane or ship, modes of travel that have undergone a considerable amount of adjustment due to increased security requirements, it is assumed that September 11th is a persistent factor in the demand for overnight travel to BC over the period of time being considered. In other words, unlike the model for same-day travel, this model includes the assumption that there are two distinct periods: a *pre-9/11* period and a *post-9/11* period.

Despite the treatment of 9/11 as a potential permanent shift in the per capita volume of overnight visitors from the US, the results of the model are more or less in-line with what they were in the model for demand for same-day travel. That is, despite the fact that there is a slight negative relationship between the 9/11 attacks and the volume of per capita overnight stays, the effect is more or less negligible.

Other factors

There are other factors, such as certain significant events, that may affect year-to-year changes in demand for overnight travel in the short-run. These one-time transient events have been modelled to explicitly indicate that these events are shocks that produce temporary deviations from the "normal" level of the series.

Expo'86

Expo'86 lasted five and a half months and encouraged millions of American visitors to venture into BC. The effect that Expo'86 had on the volume of US overnight visitors can be seen in the near doubling (+81.2%) of American per capita overnight stays. The effect is considered transient because the very next year, entries had fallen by 37.9%. Therefore, a dummy variable has been introduced to account for the "spike" observed in overnight travel from US residents in 1986. Not surprisingly, the model confirms that Expo'86 was a significant event that positively impacted growth in same-day visitor entries for that year.

SARS/Iraq war

In 2003, *Severe Acute Respiratory Syndrome* or SARS was largely contained in the Toronto area, but wide-spread concern, a World Health Organization travel advisory and a flurry of media attention around the disease affected travel to the whole of Canada, including BC. Also at this time, the conflict in Iraq began and uncertainty following the invasion may have also contributed to a decline in demand for overnight travel. Therefore, a dummy variable was introduced to take into account the events of 2003. This dummy variable takes a value of one in 2003 and a value of zero elsewhere. Doing this allows the model to determine whether or not 2003 was in any way different from the data in the years before or since then. While the model confirms that these events did have a

significant negative impact on the number of per capita overnight travellers from the US, it isn't possible to divide the effects of one event from the other.

Other features of the model

Given the framework of the model, another result of the model captured by the short-run component is a "speed of adjustment term." The coefficient of this term illustrates the speed at which "shocks" that drive the relationship out of balance are absorbed as the variables revert back to their long-run relationship.

According to the current model, the effects of a given shock to income, the real exchange rate or transportation costs, would compound year after year and would never fully be absorbed. In fact, this model suggests that the model would *over-correct* for any shock to one of the long-term variables. This may suggest that the relationship between the variables in the model is unstable. While this result opens the discussion for deeper investigation, addressing this particular issue is beyond the scope of the current article. That said, given that these series have indeed been found to possess a long-run relationship does *not* invalidate the statistical results of the long-term component of the model.

Conclusion

In this article, a model of demand for overnight travel to BC by Americans was constructed. This model accounts for the fact that there exists a statistically significant long-run relation-

ship that is expressed by per capita overnight visitor entries from the US as a function of real per capita disposable income, the real exchange rate between Canada and the US and the cost of transportation to BC. The model also includes a short-run component that attempts to capture the effects of events such as Expo (1986), the 9/11 attacks (2001-present) and SARS/Iraq war (2003).

Some assumptions made may affect the results obtained. As was the case with the results from the same-day travel demand model, an implied assumption is that there is a single long-term relationship and that the relationship is unbroken. While there is statistical evidence to suggest a single long-run relationship, the tests used are known to have less than optimal power and the empirical results related to the speed of adjustment parameter illustrate that this assumption may require further investigation.

Other factors could also play a role in either the long-run or short-run relationships considered here. New rules for travel, including more stringent security checks at the border, potentially longer wait times and adoption of the *Western Hemisphere Travel Initiative* have likely also affected demand for same-day travel. However, these factors are not easily measured, and for that reason have been excluded from the current analysis.

Appendix: Methodology and Model Results

Cointegration results

Using the Engle and Granger (1987) method to test for and model the presence of a cointegrating vector between the variables, each of the series considered part of the long-run relationship were subjected to *Augmented Dickey-Fuller* (ADF) tests for unit roots. Each series were found to contain a unit root process in the levels, but not in the first difference, leaving them all integrated of order one, $I(1)$.

Null Hypothesis: unit root

Variable	p-value
$ve2_t$	0.33
pdi_t	0.96
$rp2_t$	0.51
$tc2_t$	0.93

Following auxiliary regression of the number of same-day entries ($ve2_t$) on real per capita disposable income (pdi_t), the real exchange rate ($rp2_t$) and transportation costs ($tc2_t$), residuals (v_t) from this series were obtained and an ADF test was performed on them. Supporting a hypothesis of a unit root would suggest that there is no cointegration (i.e., no long-run equilibrium).

Null Hypothesis: unit root

Variable	p-value
v_t	0.00

Rejecting the hypothesis of a unit root in the residuals, we can consider these results indicative of a long-run equilibrium relationship that can be exploited through the use of a one-equation error correction model with variable lags and one cointegrating vector.

The long-run cointegrating equation in the levels is given by:

Dependent variable: $\ln ve2_t$

Regressor	Coefficient	Standard Error	t-ratio
$\ln pdi_t$	1.68	0.32	5.26
$\ln rp2_t$	0.64	0.10	6.14
$\ln tc2_t$	-0.23	0.11	-2.05
constant	-23.647	3.06	-7.71

The corresponding conditional error correction model is given by:

Dependent variable: $\Delta \ln ve2_t$

Regressor	Coefficient	Standard Error	t-ratio
v_{t-1}	1.59	0.17	NA
$\Delta \ln ve1_{t-1}$	0.20	0.07	2.82
$\Delta \ln pdi_t$	1.85	0.59	3.16
$\Delta \ln pdi_{t-1}$	-1.84	0.76	-2.41
$\Delta \ln rp1_{t-1}$	0.26	0.16	1.66
$\Delta \ln rp1_{t-2}$	-0.27	0.12	-2.18
$\Delta \ln tc2_t$	-0.25	0.15	1.65
$\Delta \ln tc_{t-1}$	-0.22	0.16	-1.38
d_{expo86}	0.31	0.03	11.56
d_{sept11}	-0.03	0.02	-1.32
$d_{SARS/Iraq}$	-0.10	0.01	-6.77

$$\bar{R}^2 = 0.96 \quad \hat{\sigma} = 0.033 \quad AIC = -3.70 \quad SBC = -3.22$$

\bar{R}^2 is the adjusted squared multiple correlation coefficient, $\hat{\sigma}$ is the standard error of the regression, AIC and SBC are the Akaike's and Schwarz's Bayesian Information Criteria.

Diagnostics

Although not all of the regressors in the error correction model are significant, there is no evidence of serial correlation or heteroskedasticity. Given the unstable nature of the error correction term, it may be fruitful to explore different specifications. However, additional variables require additional data in order to ensure statistical relevance. It may also be advantageous to examine the data in the context of a restricted vector error correction model (VECM).

Table 1: Room Revenue by Development Region (\$000), Seasonally Adjusted

Period	Vancouver Island/Coast	Mainland/ Southwest	Thompson/ Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	BC Total
Annual data									
2004	293,800	870,904	219,949	77,720	43,735	21,257	8,280	51,540	1,587,185
2005	309,134	910,093	236,479	81,467	49,272	22,070	9,649	63,400	1,681,564
2006	323,895	973,879	259,128	88,989	54,701	23,127	9,791	74,099	1,807,609
2007	351,617	1,044,766	293,097	105,026	61,892	27,682	11,246	68,633	1,963,959
2008	340,450	1,056,622	298,525	104,155	62,202	27,376	10,891	77,237	1,977,458
Annual growth rates									
2004	8.1	6.6	8.7	6.1	6.4	2.7	- 1.7	11.9	7.2
2005	5.2	4.5	7.5	4.8	12.7	3.8	16.5	23.0	5.9
2006	4.8	7.0	9.6	9.2	11.0	4.8	1.5	16.9	7.5
2007	8.6	7.3	13.1	18.0	13.1	19.7	14.9	- 7.4	8.6
2008	- 3.2	1.1	1.9	- 0.8	0.5	- 1.1	- 3.2	12.5	0.7
Monthly data									
Aug-08	28,371	85,655	26,185	8,671	5,077	2,031	876	6,629	163,494
Sep-08	27,296	84,041	24,012	8,188	4,949	2,086	920	6,856	158,347
Oct-08	27,953	86,084	24,824	8,266	4,968	2,216	926	7,153	162,389
Nov-08	28,356	83,728	24,850	11,749	4,792	2,246	880	6,960	163,562
Dec-08	27,065	82,718	23,258	8,055	4,966	2,626	893	6,514	156,094
Jan-09	26,198	80,284	23,288	7,577	4,741	2,570	685	6,380	151,725
Feb-09	27,492	79,789	23,517	7,428	4,601	2,288	791	5,389	151,296
Mar-09	25,737	76,218	22,216	7,562	4,442	2,027	852	5,201	144,256
Apr-09	25,177	78,024	22,493	7,781	4,358	1,904	887	5,491	146,115
May-09	25,208	74,441	21,419	7,827	4,354	1,917	747	5,555	141,468
Jun-09	24,526	72,801	21,854	7,548	4,452	1,803	832	5,858	139,674
Jul-09	25,077	73,983	22,424	7,822	4,473	1,938	837	5,436	141,990
Aug-09	25,046	75,695	22,046	7,667	4,508	1,972	904	5,228	143,067
Month-over-month growth rates									
Aug-08	2.7	- 1.7	11.1	7.6	- 0.8	- 9.0	- 2.2	4.0	1.5
Sep-08	- 3.8	- 1.9	- 8.3	- 5.6	- 2.5	2.7	5.1	3.4	- 3.1
Oct-08	2.4	2.4	3.4	0.9	0.4	6.2	0.6	4.3	2.6
Nov-08	1.4	- 2.7	0.1	42.1	- 3.5	1.4	- 4.9	- 2.7	0.7
Dec-08	- 4.6	- 1.2	- 6.4	-31.4	3.6	16.9	1.5	- 6.4	- 4.6
Jan-09	- 3.2	- 2.9	0.1	- 5.9	- 4.5	- 2.1	-23.3	- 2.1	- 2.8
Feb-09	4.9	- 0.6	1.0	- 2.0	- 2.9	-11.0	15.5	-15.5	- 0.3
Mar-09	- 6.4	- 4.5	- 5.5	1.8	- 3.5	-11.4	7.7	- 3.5	- 4.7
Apr-09	- 2.2	2.4	1.2	2.9	- 1.9	- 6.1	4.1	5.6	1.3
May-09	0.1	- 4.6	- 4.8	0.6	- 0.1	0.7	-15.7	1.2	- 3.2
Jun-09	- 2.7	- 2.2	2.0	- 3.6	2.2	- 5.9	11.4	5.5	- 1.3
Jul-09	2.2	1.6	2.6	3.6	0.5	7.4	0.6	- 7.2	1.7
Aug-09	- 0.1	2.3	- 1.7	- 2.0	0.8	1.8	8.0	- 3.8	0.8

August month-over-month growth rates

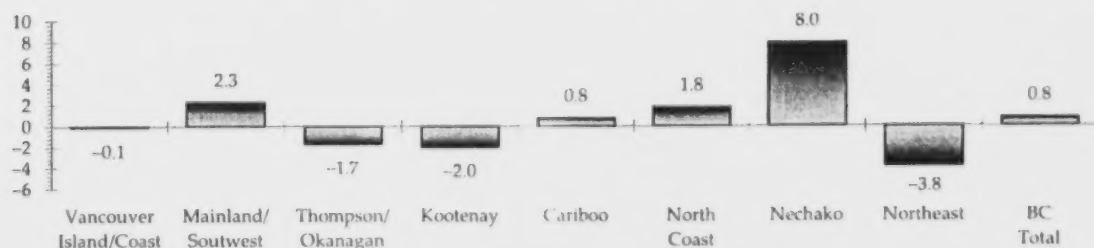


Table 1: Room Revenue by Development Region (\$000), Seasonally Adjusted

Period	Vancouver Island/Coast	Mainland/ Southwest	Thompson/ Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	BC Total
Annual data									
2004	293,800	870,904	219,949	77,720	43,735	21,257	8,280	51,540	1,587,185
2005	309,134	910,093	236,479	81,467	49,272	22,070	9,649	63,400	1,681,564
2006	323,895	973,879	259,128	88,989	54,701	23,127	9,791	74,099	1,807,609
2007	351,617	1,044,766	293,097	105,026	61,892	27,682	11,246	68,633	1,963,959
2008	340,450	1,056,622	298,525	104,155	62,202	27,376	10,891	77,237	1,977,458
Annual growth rates									
2004	8.1	6.6	8.7	6.1	6.4	2.7	- 1.7	11.9	7.2
2005	5.2	4.5	7.5	4.8	12.7	3.8	16.5	23.0	5.9
2006	4.8	7.0	9.6	9.2	11.0	4.8	1.5	16.9	7.5
2007	8.6	7.3	13.1	18.0	13.1	19.7	14.9	- 7.4	8.6
2008	- 3.2	1.1	1.9	- 0.8	0.5	- 1.1	- 3.2	12.5	0.7
Monthly data									
Aug-08	28,371	85,655	26,185	8,671	5,077	2,031	876	6,629	163,494
Sep-08	27,296	84,041	24,012	8,188	4,949	2,086	920	6,856	158,347
Oct-08	27,953	86,084	24,824	8,266	4,968	2,216	926	7,153	162,389
Nov-08	28,356	83,728	24,850	11,749	4,792	2,246	880	6,960	163,562
Dec-08	27,065	82,718	23,258	8,055	4,966	2,626	893	6,514	156,094
Jan-09	26,198	80,284	23,288	7,577	4,741	2,570	685	6,380	151,725
Feb-09	27,492	79,789	23,517	7,428	4,601	2,288	791	5,389	151,296
Mar-09	25,737	76,218	22,216	7,562	4,442	2,027	852	5,201	144,256
Apr-09	25,177	78,024	22,493	7,781	4,358	1,904	887	5,491	146,115
May-09	25,208	74,441	21,419	7,827	4,354	1,917	747	5,555	141,468
Jun-09	24,526	72,801	21,854	7,548	4,452	1,803	832	5,858	139,674
Jul-09	25,077	73,983	22,424	7,822	4,473	1,938	837	5,436	141,990
Aug-09	25,046	75,695	22,046	7,667	4,508	1,972	904	5,228	143,067
Month-over-month growth rates									
Aug-08	2.7	- 1.7	11.1	7.6	- 0.8	- 9.0	- 2.2	4.0	1.5
Sep-08	- 3.8	- 1.9	- 8.3	- 5.6	- 2.5	2.7	5.1	3.4	- 3.1
Oct-08	2.4	2.4	3.4	0.9	0.4	6.2	0.6	4.3	2.6
Nov-08	1.4	- 2.7	0.1	42.1	- 3.5	1.4	- 4.9	- 2.7	0.7
Dec-08	- 4.6	- 1.2	- 6.4	-31.4	3.6	16.9	1.5	- 6.4	- 4.6
Jan-09	- 3.2	- 2.9	0.1	- 5.9	- 4.5	- 2.1	-23.3	- 2.1	- 2.8
Feb-09	4.9	- 0.6	1.0	- 2.0	- 2.9	-11.0	15.5	-15.5	- 0.3
Mar-09	- 6.4	- 4.5	5.5	1.8	- 3.5	-11.4	7.7	- 3.5	- 4.7
Apr-09	- 2.2	2.4	1.2	2.9	- 1.9	- 6.1	4.1	5.6	1.3
May-09	0.1	- 4.6	4.8	0.6	- 0.1	0.7	-15.7	1.2	- 3.2
Jun-09	- 2.7	- 2.2	2.0	- 3.6	2.2	- 5.9	11.4	5.5	- 1.3
Jul-09	2.2	1.6	2.6	3.6	0.5	7.4	0.6	- 7.2	1.7
Aug-09	- 0.1	2.3	- 1.7	- 2.0	0.8	1.8	8.0	- 3.8	0.8

August month-over-month growth rates

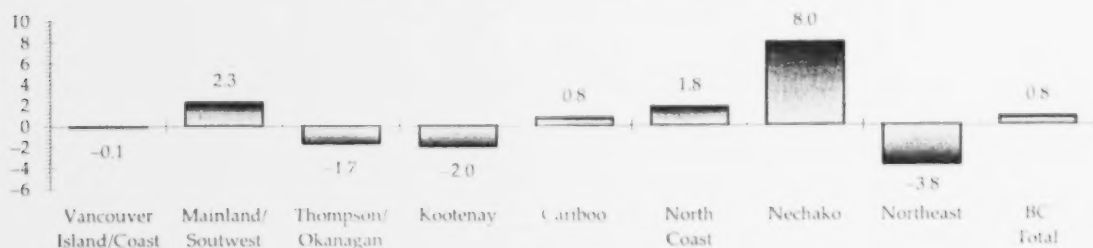


Table 2: Room Revenue by Accommodation Type (\$000), Seasonally Adjusted

Period	Hotels (Rooms)				Motels	Vacation Rentals	Miscellaneous incl. Fishing Lodges
	251+	151-250	76-150	1-75			
Annual data							
2004	450,729	206,157	327,095	155,194	199,464	140,485	108,062
2005	464,550	220,831	353,450	170,111	214,522	145,630	112,469
2006	489,210	244,627	387,134	186,946	235,740	143,330	120,622
2007	517,695	261,655	435,917	200,035	247,119	161,591	139,947
2008	516,021	260,092	455,340	199,635	240,975	159,445	145,950
Annual growth rates							
2004	8.6	6.1	9.3	6.1	6.5	3.4	5.3
2005	3.1	7.1	8.1	9.6	7.5	3.7	4.1
2006	5.3	10.8	9.5	9.9	9.9	- 1.6	7.2
2007	5.8	7.0	12.6	7.0	4.8	12.7	16.0
2008	- 0.3	- 0.6	4.5	- 0.2	- 2.5	- 1.3	4.3
Monthly data							
Aug-08	42,138	21,078	37,704	17,193	19,919	13,214	12,248
Sep-08	41,044	20,834	36,972	15,817	19,389	12,138	12,137
Oct-08	42,158	21,124	37,882	16,714	19,612	12,809	12,123
Nov-08	40,946	20,804	37,671	16,523	19,284	15,823	12,559
Dec-08	40,005	20,255	36,717	16,302	19,330	11,400	12,133
Jan-09	38,806	19,591	36,506	15,333	18,463	11,180	11,271
Feb-09	40,007	19,672	36,118	15,776	18,143	10,577	10,881
Mar-09	36,784	19,080	34,966	15,070	17,127	10,473	10,813
Apr-09	38,360	18,458	34,975	15,159	16,916	11,261	10,944
May-09	35,422	18,195	34,649	14,652	16,764	11,174	10,676
Jun-09	35,063	17,692	34,693	14,350	16,855	10,904	10,179
Jul-09	35,831	18,297	34,809	14,551	17,012	10,675	10,901
Aug-09	35,529	18,753	35,403	14,516	17,065	11,168	10,726
Month-over-month growth rates							
Aug-08	1.2	- 2.9	1.5	5.4	2.1	2.5	3.6
Sep-08	- 2.6	- 1.2	- 1.9	- 7.8	- 2.7	- 8.1	- 0.9
Oct-08	2.7	1.4	2.5	5.5	1.2	5.5	- 0.1
Nov-08	- 2.9	- 1.5	- 0.6	- 1.1	- 1.7	23.5	3.6
Dec-08	- 2.3	- 2.6	- 2.5	- 1.3	0.2	-27.9	- 3.4
Jan-09	- 3.0	- 3.3	- 0.6	- 1.7	- 4.5	- 1.9	- 7.1
Feb-09	3.1	0.4	- 1.1	1.6	- 1.7	- 5.4	- 3.5
Mar-09	- 8.1	- 3.0	- 3.2	- 1.9	- 5.6	- 1.0	- 0.6
Apr-09	4.3	- 3.3	0.0	1.0	- 1.2	7.5	1.2
May-09	- 7.7	- 1.4	- 0.9	- 3.3	- 0.9	- 0.8	- 2.5
Jun-09	- 1.0	- 2.8	0.1	- 2.1	0.5	- 2.4	- 4.7
Jul-09	2.2	3.4	0.3	1.4	0.9	- 2.1	7.1
Aug-09	- 0.8	2.5	1.7	- 0.2	0.3	4.6	- 1.6

August month-over-month growth rates

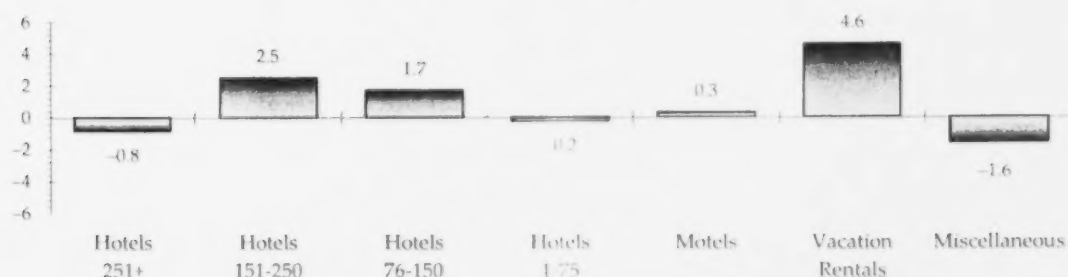


Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	Aug-09	YTD 09	Aug-08	YTD 08	Aug-09	Aug-08	Aug-09	Aug-08
Vancouver Island/Coast								
17 Capital								
All accommodation types	23,543	118,014	- 16.2	- 12.1	165	- 7	8,082	-336
Hotels	19,429	100,655	15.3	- 11.2	64	- 5	5,730	-219
76-150 Rooms	5,334	25,886	12.2	- 6.9	20	0	1,984	33
1-75 Rooms	4,186	20,210	18.4	- 15.9	33	- 5	1,259	-252
Motels	1,215	5,900	30.4	- 25.8	19	- 2	754	-107
Miscellaneous	1,833	7,659	14.3	- 10.4	42	- 2	1,198	- 10
19 Cowichan Valley								
All accommodation types	1,184	6,501	- 34.8	- 22.6	33	- 3	624	- 82
Motels	218	1,104	36.9	- 28.4	13	- 1	245	- 12
21 Nanaimo								
All accommodation types	7,388	29,430	- 4.4	- 4.3	70	0	2,400	-117
Hotels	3,078	13,125	1.1	3.5	15	0	1,027	0
Motels	1,413	6,137	15.2	- 17.6	23	- 2	655	- 70
23 Alberni-Clayoquot								
All accommodation types	9,342	34,072	1.1	- 4.7	75	2	1,821	114
Hotels	2,693	9,686	36.0	13.6	14	3	620	177
Motels	901	3,055	8.5	- 11.1	22	0	427	- 2
Vacation Rentals	3,324	12,406	1.4	- 3.3	19	0	331	0
25 Comox Valley +								
26 Strathcona								
All accommodation types	5,776	23,820	- 10.8	- 15.9	99	- 3	2,493	43
Fishing lodges	1,633	3,790	25.1	- 29.1	27	- 1	557	- 10
Hotels	1,499	8,046	8.8	- 1.6	10	0	638	82
Motels	924	4,511	15.9	- 26.4	25	0	701	0
Vacation Rentals	883	3,302	2.7	- 11.3	26	0	340	0
Miscellaneous	837	4,171	8.4	- 15.4	11	- 2	257	- 29
27 Powell River								
All accommodation types	538	3,071	- 18.9	- 18.5	20	- 1	391	- 8
43 Mount Waddington								
All accommodation types	1,533	4,895	- 6.3	- 16.4	28	- 2	737	- 94
45 Central Coast								
All accommodation types	321	988	- 13.0	- 25.4	11	- 1	158	- 12

Table 2: Room Revenue by Accommodation Type (\$000), Seasonally Adjusted

Period	Hotels (Rooms)				Motels	Vacation	Miscellaneous
	251+	151-250	76-150	1-75		Rentals	incl. Fishing Lodges
Annual data							
2004	450,729	206,157	327,095	155,194	199,464	140,485	108,062
2005	464,550	220,831	353,450	170,111	214,522	145,630	112,469
2006	489,210	244,627	387,134	186,946	235,740	143,330	120,622
2007	517,695	261,655	435,917	200,035	247,119	161,591	139,947
2008	516,021	260,092	455,340	199,635	240,975	159,445	145,950
Annual growth rates							
2004	8.6	6.1	9.3	6.1	6.5	3.4	5.3
2005	3.1	7.1	8.1	9.6	7.5	3.7	4.1
2006	5.3	10.8	9.5	9.9	9.9	- 1.6	7.2
2007	5.8	7.0	12.6	7.0	4.8	12.7	16.0
2008	- 0.3	- 0.6	4.5	- 0.2	- 2.5	- 1.3	4.3
Monthly data							
Aug-08	42,138	21,078	37,704	17,193	19,919	13,214	12,248
Sep-08	41,044	20,834	36,972	15,847	19,389	12,138	12,137
Oct-08	42,158	21,124	37,882	16,714	19,612	12,809	12,123
Nov-08	40,946	20,804	37,671	16,523	19,284	15,823	12,559
Dec-08	40,005	20,255	36,717	16,302	19,330	11,400	12,133
Jan-09	38,806	19,591	36,506	15,533	18,463	11,180	11,271
Feb-09	40,007	19,672	36,118	15,776	18,143	10,577	10,881
Mar-09	36,784	19,080	34,966	15,070	17,127	10,473	10,813
Apr-09	38,360	18,458	34,975	15,159	16,916	11,261	10,944
May-09	35,422	18,195	34,649	14,652	16,764	11,174	10,676
Jun-09	35,063	17,692	34,693	14,350	16,855	10,904	10,179
Jul-09	35,831	18,297	34,809	14,551	17,012	10,675	10,901
Aug-09	35,529	18,753	35,403	14,516	17,065	11,168	10,726
Month-over-month growth rates							
Aug-08	1.2	- 2.9	1.5	5.4	2.1	2.5	3.6
Sep-08	- 2.6	- 1.2	- 1.9	- 7.8	- 2.7	- 8.1	- 0.9
Oct-08	2.7	1.4	2.5	5.5	1.2	5.5	- 0.1
Nov-08	- 2.9	- 1.5	- 0.6	- 1.1	- 1.7	23.5	3.6
Dec-08	- 2.3	- 2.6	- 2.5	- 1.3	0.2	-27.9	- 3.4
Jan-09	- 3.0	- 3.3	- 0.6	- 4.7	- 4.5	- 1.9	- 7.1
Feb-09	3.1	0.4	- 1.1	1.6	- 1.7	- 5.4	- 3.5
Mar-09	- 8.1	- 3.0	- 3.2	- 4.9	- 5.6	- 1.0	- 0.6
Apr-09	4.3	- 3.3	0.0	1.0	- 1.2	7.5	1.2
May-09	- 7.7	- 1.4	- 0.9	- 3.3	- 0.9	- 0.8	- 2.5
Jun-09	- 1.0	- 2.8	0.1	- 2.1	0.5	- 2.4	- 4.7
Jul-09	2.2	3.4	0.3	1.4	0.9	- 2.1	7.1
Aug-09	- 0.8	2.5	1.7	- 0.2	0.3	4.6	- 1.6

August month-over-month growth rates

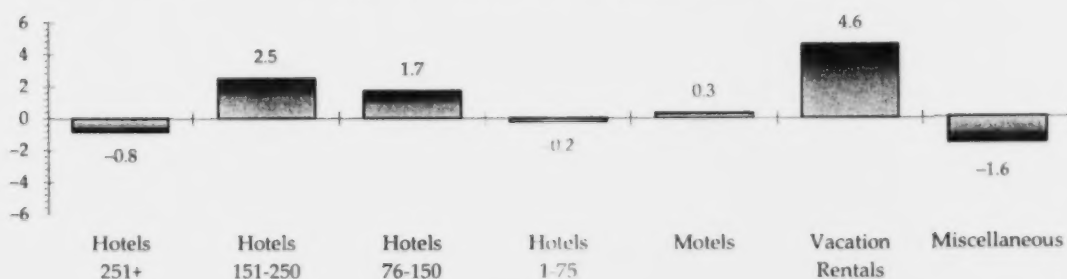


Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	Aug-09	YTD 09	Aug-08	YTD 08	Aug-09	Aug-08	Aug-09	Aug-08
Vancouver Island/Coast								
17 Capital								
All accommodation types	23,543	118,014	- 16.2	- 12.1	165	- 7	8,082	-336
Hotels	19,429	100,655	- 15.3	- 11.2	64	- 5	5,730	-219
76-150 Rooms	5,334	25,886	- 12.2	- 6.9	20	0	1,984	33
1-75 Rooms	4,186	20,210	- 18.4	- 15.9	33	- 5	1,259	-252
Motels	1,215	5,900	- 30.4	- 25.8	19	- 2	754	-107
Miscellaneous	1,833	7,659	14.3	- 10.4	42	- 2	1,198	- 10
19 Cowichan Valley								
All accommodation types	1,184	6,501	- 34.8	- 22.6	33	- 3	624	- 82
Motels	218	1,104	- 36.9	- 28.4	13	- 1	245	- 12
21 Nanaimo								
All accommodation types	7,388	29,430	- 4.4	- 4.3	70	0	2,400	-117
Hotels	3,078	13,125	1.1	3.5	15	0	1,027	0
Motels	1,413	6,137	15.2	- 17.6	23	- 2	655	- 70
23 Alberni-Clayoquot								
All accommodation types	9,342	34,072	1.1	- 4.7	75	2	1,821	114
Hotels	2,693	9,686	36.0	13.6	14	3	620	177
Motels	901	3,055	- 8.5	- 11.1	22	0	427	- 2
Vacation Rentals	3,324	12,406	- 1.4	- 3.3	19	0	331	0
25 Comox Valley +								
26 Strathcona								
All accommodation types	5,776	23,820	- 10.8	- 15.9	99	- 3	2,493	43
Fishing lodges	1,633	3,790	25.1	- 29.1	27	- 1	557	- 10
Hotels	1,499	8,046	8.8	- 1.6	10	0	638	82
Motels	924	4,511	- 15.9	- 26.4	25	0	701	0
Vacation Rentals	883	3,302	- 2.7	- 11.3	26	0	340	0
Miscellaneous	837	4,171	- 8.4	- 15.4	11	- 2	257	- 29
27 Powell River								
All accommodation types	538	3,071	- 18.9	- 18.5	20	- 1	391	- 8
43 Mount Waddington								
All accommodation types	1,533	4,895	- 6.3	- 16.4	28	- 2	737	- 94
45 Central Coast								
All accommodation types	321	988	- 13.0	- 25.4	11	- 1	158	- 12

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	Aug-09	YTD 09	Aug-08	YTD 08	Aug-09	Aug-08	Aug-09	Aug-08
Mainland/Southwest								
09 Fraser Valley								
All accommodation types	5,381	28,821	- 10.4	- 9.7	71	- 2	2,372	-122
Hotels	3,491	20,795	- 13.6	- 9.1	16	- 1	1,243	-110
Motels	1,436	6,108	- 4.1	- 13.5	37	0	944	0
15 Greater Vancouver								
All accommodation types	84,783	486,060	- 14.1	- 15.1	237	- 3	28,093	-443
Hotels	78,419	452,227	- 13.4	- 14.8	159	- 1	22,822	-363
251+ Rooms	36,091	222,592	- 17.8	- 16.0	21	- 1	8,519	-434
151-250 Rooms	15,929	89,347	- 8.3	- 17.1	27	0	5,285	0
76-150 Rooms	21,236	113,928	- 7.8	- 11.2	64	1	6,796	97
1-75 Rooms	5,162	26,360	- 17.0	- 10.8	47	- 1	2,222	- 26
Motels	3,592	18,631	- 18.2	- 18.8	38	0	1,839	- 75
Miscellaneous	1,783	8,688	- 32.0	- 22.1	23	1	2,913	4
29 Sunshine Coast								
All accommodation types	1,394	5,378	11.8	10.9	27	5	457	40
31 Squamish-Lillooet								
All accommodation types	14,209	129,237	6.0	- 17.5	87	- 1	5,497	240
Hotels	11,496	99,088	7.0	- 14.4	35	2	3,774	132
76-150 Rooms	3,620	30,047	13.6	- 3.6	14	1	1,316	111
Vacation Rentals	1,690	22,499	2.1	- 27.4	26	- 1	1,059	- 6
Thompson/Okanagan								
07 Okanagan-Similkameen								
All accommodation types	14,103	42,555	- 9.7	- 6.0	123	- 1	3,595	- 72
Hotels	5,089	15,890	- 4.2	- 5.9	12	0	1,062	0
Motels	5,725	15,894	- 9.8	- 8.4	77	1	1,848	9
Miscellaneous	2,511	7,655	- 8.6	7.0	21	0	510	6
33 Thompson-Nicola								
All accommodation types	8,688	47,306	- 12.8	- 13.4	150	- 7	5,376	- 32
Fishing lodges	264	1,117	1.6	- 1.9	13	- 1	154	- 5
Hotels	3,698	21,608	- 13.0	- 15.3	29	- 2	1,951	- 88
1-75 Rooms	762	3,863	- 11.2	- 13.0	18	- 2	633	- 88
Motels	3,216	15,363	- 14.3	- 11.6	66	- 2	2,066	- 57
Vacation Rentals	327	4,405	- 4.6	- 27.0	17	- 4	366	- 30
Miscellaneous	1,182	4,813	- 12.3	4.6	25	2	839	148
35 Central Okanagan								
All accommodation types	12,006	53,277	- 22.3	- 14.6	65	3	3,775	169
Hotels	6,835	33,330	- 19.1	- 11.4	16	3	1,813	186
Motels	2,475	10,912	- 25.4	- 15.7	22	0	1,087	0
37 North Okanagan								
All accommodation types	3,011	17,713	- 7.0	- 8.2	41	0	1,626	83
Hotels	1,699	9,901	- 8.2	- 10.7	11	- 1	909	- 21
Motels	851	3,434	- 15.1	- 8.8	15	0	506	0
39 Columbia-Shuswap								
All accommodation types	9,098	39,950	- 14.4	- 9.3	109	- 6	3,753	-166
Hotels	4,323	18,987	- 14.3	- 4.3	23	- 2	1,572	- 70
Motels	2,696	10,922	- 11.6	- 13.8	35	0	1,289	0
Miscellaneous	1,114	7,324	- 21.5	- 14.5	32	- 1	581	- 58

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	Aug-09	YTD 09	Aug-08	YTD 08	Aug-09	Aug-08	Aug-09	Aug-08
Kootenay								
01 East Kootenay								
All accommodation types	7,287	40,131	- 11.5	- 13.0	126	0	4,619	140
Hotels	2,451	13,942	23.7	- 15.6	27	- 1	1,672	- 17
76-150 Rooms	1,448	8,602	23.1	- 15.3	11	0	1,028	0
1-75 Rooms	1,003	5,340	24.7	- 16.0	16	- 1	644	- 17
Motels	1,550	5,753	2.7	- 15.8	44	2	998	58
Vacation Rentals	1,509	11,311	8.2	- 11.3	34	- 1	1,095	- 2
Miscellaneous	1,777	9,124	0.5	- 9.0	21	0	854	101
03 Central Kootenay								
All accommodation types	3,268	15,547	- 14.6	- 8.8	80	0	1,622	15
Hotels	1,208	6,152	20.0	- 12.9	14	0	599	- 27
Motels	1,140	4,628	5.5	- 1.8	32	0	648	40
Vacation Rentals	268	791	7.6	- 10.5	16	1	131	5
Miscellaneous	652	3,976	20.3	- 9.6	18	- 1	244	- 3
05 Kootenay Boundary								
All accommodation types	1,272	12,223	- 12.9	- 16.6	34	- 2	728	- 20
Motels	553	2,399	15.7	- 16.3	20	- 1	409	- 8
Cariboo								
41 Cariboo								
All accommodation types	2,872	13,399	- 5.5	- 11.3	98	- 7	1,997	-101
Fishing lodges	173	607	0.0	- 2.0	18	- 2	170	- 16
Hotels	1,122	5,656	2.0	- 6.5	11	- 1	670	- 16
Motels	1,040	5,120	5.9	- 15.2	31	- 3	854	- 51
Vacation Rentals	289	799	12.8	- 21.4	24	- 1	182	- 5
Miscellaneous	247	1,217	12.8	- 12.5	14	0	121	- 13
53 Fraser-Fort George								
All accommodation types	3,848	23,536	- 14.4	- 17.1	53	- 6	2,551	-359
Hotels	2,309	14,506	7.2	- 15.4	16	0	1,349	0
Motels	1,432	8,178	22.9	- 20.8	27	- 4	1,093	-131
North Coast								
47 Skeena-Queen Charlotte								
All accommodation types	2,781	11,043	4.0	- 12.3	43	1	1,275	73
Fishing lodges	1,314	3,851	14.8	- 16.4	13	1	332	76
Motels	437	1,985	5.7	- 17.0	10	0	325	0
49 Kitimat-Stikine								
All accommodation types	1,192	6,911	- 9.7	- 8.5	41	1	971	31
Motels	516	3,087	14.8	- 11.4	21	1	503	9

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	Aug-09	YTD 09	Aug-08	YTD 08	Aug-09	Aug-08	Aug-09	Aug-08
Mainland/Southwest								
09 Fraser Valley								
All accommodation types	5,381	28,821	- 10.4	- 9.7	71	- 2	2,372	-122
Hotels	3,491	20,795	- 13.6	- 9.1	16	- 1	1,243	-110
Motels	1,436	6,108	- 4.1	- 13.5	37	0	944	0
15 Greater Vancouver								
All accommodation types	84,783	486,060	- 14.1	- 15.1	237	- 3	28,093	-443
Hotels	78,419	452,227	- 13.4	- 14.8	159	- 1	22,822	-363
251+ Rooms	36,091	222,592	- 17.8	- 16.0	21	- 1	8,519	-434
151-250 Rooms	15,929	89,347	- 8.3	- 17.1	27	0	5,285	0
76-150 Rooms	21,236	113,928	- 7.8	- 11.2	64	1	6,796	97
1-75 Rooms	5,162	26,360	- 17.0	- 10.8	47	- 1	2,222	- 26
Motels	3,592	18,631	- 18.2	- 18.8	38	0	1,839	- 75
Miscellaneous	1,783	8,688	- 32.0	- 22.1	23	1	2,913	4
29 Sunshine Coast								
All accommodation types	1,394	5,378	11.8	10.9	27	5	457	40
31 Squamish-Lillooet								
All accommodation types	14,209	129,237	6.0	- 17.5	87	- 1	5,497	240
Hotels	11,496	99,088	7.0	- 14.4	35	2	3,774	132
70-150 Rooms	3,620	30,047	13.6	- 3.6	14	1	1,316	111
Vacation Rentals	1,690	22,499	2.1	- 27.4	26	- 1	1,059	- 6
Thompson/Okanagan								
07 Okanagan-Similkameen								
All accommodation types	14,103	42,555	- 9.7	- 6.0	123	- 1	3,595	- 72
Hotels	5,089	15,890	- 4.7	- 5.9	12	0	1,062	0
Motels	5,725	15,894	- 9.8	- 8.4	77	1	1,848	9
Miscellaneous	2,511	7,655	- 8.6	7.0	21	0	510	6
33 Thompson-Nicola								
All accommodation types	8,688	47,306	- 12.8	- 13.4	150	- 7	5,376	- 32
Fishing lodges	264	1,117	1.6	- 1.9	13	- 1	154	- 5
Hotels	3,698	21,608	- 13.0	- 15.3	29	- 2	1,951	- 88
1-75 Rooms	762	3,863	- 11.2	- 13.0	18	- 2	633	- 88
Motels	3,216	15,363	- 14.5	- 11.6	66	- 2	2,066	- 57
Vacation Rentals	327	4,405	- 4.6	- 27.0	17	- 4	366	- 30
Miscellaneous	1,182	4,813	- 12.3	4.6	25	2	839	148
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All accommodation types	12,006	53,277	- 22.3	- 14.6	65	3	3,775	169
Hotels	6,835	33,330	- 19.1	- 11.4	16	3	1,813	186
Motels	2,475	10,912	- 25.4	- 15.7	22	0	1,087	0
37 North Okanagan								
All accommodation types	3,011	17,713	- 7.0	- 8.2	41	0	1,626	83
Hotels	1,699	9,901	- 8.2	- 10.7	11	- 1	909	- 21
Motels	851	3,434	- 15.1	- 8.8	15	0	506	0
39 Columbia-Shuswap								
All accommodation types	9,098	39,950	- 14.4	- 9.3	109	- 6	3,753	-166
Hotels	4,323	18,987	- 14.3	- 4.3	23	- 2	1,572	- 70
Motels	2,696	10,922	- 11.6	- 13.8	35	0	1,289	0
Miscellaneous	1,114	7,324	- 21.5	- 14.5	32	- 1	581	- 58

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue				Properties		Rooms	
	(\$000)		% change from		#	# chg from	#	# chg from
	Aug-09	YTD 09	Aug-08	YTD 08				
Kootenay								
01 East Kootenay								
All accommodation types	7,287	40,131	- 11.5	- 13.0	126	0	4,619	140
Hotels	2,451	13,942	23.7	- 15.6	27	- 1	1,672	- 17
76-150 Rooms	1,448	8,602	23.1	- 15.3	11	0	1,028	0
1-75 Rooms	1,003	5,340	24.7	- 16.0	16	- 1	644	- 17
Motels	1,550	5,753	2.7	- 15.8	44	2	998	58
Vacation Rentals	1,509	11,311	8.2	- 11.3	34	- 1	1,095	- 2
Miscellaneous	1,777	9,124	0.5	- 9.0	21	0	854	101
03 Central Kootenay								
All accommodation types	3,268	15,547	- 14.6	- 8.8	80	0	1,622	15
Hotels	1,208	6,152	- 20.0	- 12.9	14	0	599	- 27
Motels	1,140	4,628	- 5.5	- 1.8	32	0	648	40
Vacation Rentals	268	791	7.6	- 10.5	16	1	131	5
Miscellaneous	652	3,976	20.3	- 9.6	18	- 1	244	- 3
05 Kootenay Boundary								
All accommodation types	1,272	12,223	- 12.9	- 16.6	34	- 2	728	- 20
Motels	553	2,399	15.7	- 16.3	20	- 1	409	- 8
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All accommodation types	2,872	13,399	- 5.5	- 11.3	98	- 7	1,997	-101
Fishing lodges	173	607	0.0	- 2.0	18	- 2	170	- 16
Hotels	1,122	5,656	2.0	- 6.5	11	- 1	670	- 16
Motels	1,040	5,120	5.9	- 15.2	31	- 3	854	- 51
Vacation Rentals	289	799	12.8	- 21.4	24	- 1	182	- 5
Miscellaneous	247	1,217	12.8	- 12.5	14	0	121	- 13
53 Fraser-Fort George								
All accommodation types	3,848	23,536	- 14.4	- 17.1	53	- 6	2,551	-359
Hotels	2,309	14,506	7.2	- 15.4	16	0	1,349	0
Motels	1,432	8,178	- 22.9	- 20.8	27	- 4	1,093	-131
North Coast								
47 Skeena-Queen Charlotte								
All accommodation types	2,781	11,043	4.0	- 12.3	43	1	1,275	73
Fishing lodges	1,314	3,851	14.8	- 16.4	13	1	332	76
Motels	437	1,985	- 5.7	- 17.0	10	0	325	0
49 Kitimat-Stikine								
All accommodation types	1,192	6,911	- 9.7	- 8.5	41	1	971	31
Motels	516	3,087	14.8	- 11.4	21	1	503	9

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	Aug-09	YTD 09	Aug-08	YTD 08	Aug-09	Aug-08	Aug-09	Aug-08
Nechako								
51 Bulkley-Nechako +								
57 Stikine								
All accommodation types	1,332	6,432	2.3	- 9.2	56	2	1,191	60
Fishing lodges	109	338	15.2	- 25.2	11	0	87	0
Motels	582	2,829	6.11	- 9.6	19	0	536	- 9
Northeast								
55 Peace River +								
59 Northern Rockies [†]								
All accommodation types	5,685	44,804	- 20.3	- 10.2	77	1	4,711	232
Hotels	4,317	33,337	- 15.2	- 1.7	34	2	2,583	207
76-150 Rooms	3,331	26,721	- 8.8	7.3	18	2	1,901	212
1-75 Rooms	986	6,615	- 31.6	- 26.5	16	0	682	- 5
Motels	996	7,631	- 24.3	- 17.5	25	- 4	863	- 79

Note: [†] Effective February 6th, 2009, this regional district is known as *Northern Rockies Regional Municipality*.

Data for regions with fewer than 10 properties reporting cannot be released.

Property counts only include properties reporting revenues during the reference period.

Table 4: Room Revenue by Urban Centre, Unadjusted

Development Region/ Urban Centre	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	% chg from	(#)	% chg from
	Aug-09	YTD 09	Aug-08	YTD 08				
Vancouver Island/Coast	49,625	220,792	-11.4	-11.1	501	-15	16,706	-492
Victoria (C)	17,224	89,963	18.1	-12.9	72	-4	5,312	-272
Saanich Peninsula	1,512	7,665	13.2	-12.0	14	-1	530	-45
Other CRD	4,807	20,385	8.8	-8.7	79	-2	2,240	19
Nanaimo (C)	2,678	13,327	13.8	-10.4	23	0	1,136	-
Port Alberni (C)	584	2,982	15.0	-8.2	12	0	364	-
Comox Valley	1,993	10,189	3.5	-8.4	21	1	802	91
Campbell River	1,970	7,789	15.4	-21.4	28	0	942	-
Tofino (DM)	6,926	25,604	2.7	-4.8	31	1	843	38
Ucluelet (DM)	1,521	4,616	5.5	1.1	21	2	470	73
Rest of Development Region	10,411	38,272	53.1	-54.9	200	-12	4,067	-358
Mainland/Southwest	105,767	649,496	-11.4	-15.2	422	-1	36,419	-285
Downtown Vancouver (C)	52,025	294,826	13.7	-14.8	84	-3	12,388	-442
Other Vancouver (C)	7,454	42,471	12.2	-17.3	40	0	3,380	42
Richmond (C)	11,104	68,224	20.4	-16.6	26	0	4,041	1
Burnaby (C)	3,665	20,119	-	0.0	10	1	2,084	200
Other GVRD	10,535	60,420	16.0	-15.3	77	1	6,200	158
Whistler (RM)	12,776	120,447	4.3	-18.8	58	-1	4,522	4
Abbotsford/Mission	1,447	9,011	11.1	-10.3	13	1	773	8
Hope (DM)	749	2,791	2.0	-6.1	19	0	430	-
Rest of Development Region	6,011	31,187	-	-32.9	95	4	2,601	162
Thompson/Okanagan	46,906	200,801	-14.5	-11.0	488	-11	18,125	-18
Penticton (C)	6,166	19,849	6.8	-8.7	40	-1	1,718	1
Kamloops (C)	5,041	26,746	16.5	-13.4	48	-1	2,944	-83
Kelowna (C)	9,480	44,245	22.0	-15.0	43	2	2,876	100
Vernon (C)	2,604	12,269	6.1	-3.8	26	1	1,289	104
Revelstoke (C)	2,566	13,597	17.1	-2.8	28	0	1,234	-
Golden (T)	2,256	9,736	17.9	-22.3	33	-3	1,171	-91
Osoyoos (T)	3,640	10,696	8.7	-0.1	30	0	890	-
Oliver/Okanagan Falls	708	2,256	19.4	-16.7	15	0	222	12
Cache Creek (V)	306	1,316	0.4	-10.9	11	-1	226	70
Rest of Development Region	14,140	60,091	14.1	-26.4	270	-9	6,893	6,893
Kootenay	11,827	67,901	-12.5	-12.8	240	-2	6,969	135
Cranbrook (C)	1,354	7,096	13.5	-14.3	19	0	917	-
Fernie (C)	1,033	9,351	17.6	-17.4	23	1	811	38
Nelson (C)	1,069	5,251	15.7	-9.8	12	0	456	-
Kimberley	506	4,008	15.4	-10.6	19	-1	516	-9
Columbia Valley	3,825	16,058	7.0	-11.5	52	0	1,971	111
Rest of Development Region	8,371	46,203	11.3	-11.9	186	-3	4,785	97
Cariboo	6,720	36,935	-10.8	-15.1	151	-13	4,548	-460
Quesnel (C)	469	2,589	5.3	-19.9	14	0	445	-
Williams Lake (C)	851	4,545	4.0	-3.7	10	-2	545	-49
Prince George (C)	2,629	17,621	10.3	-17.6	26	3	1,788	-295
Valemount/Robson Valley	881	4,186	28.7	-18.1	16	-1	465	-37
Rest of Development Region	2,771	12,179	15.8	-14.1	101	-8	1,770	116

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	Aug-09	YTD 09	Aug-08	YTD 08	Aug-09	Aug-08	Aug-09	Aug-08
Nechako								
51 Bulkley-Nechako +								
57 Stikine								
All accommodation types	1,332	6,432	2.3	- 9.2	56	2	1,191	60
Fishing lodges	109	338	15.2	- 25.2	11	0	87	0
Motels	582	2,829	6.0	- 9.6	19	0	536	- 9
Northeast								
55 Peace River +								
59 Northern Rockies [†]								
All accommodation types	5,685	44,804	- 20.3	- 10.2	77	1	4,711	232
Hotels	4,317	33,337	- 15.2	- 1.7	34	2	2,583	207
76-150 Rooms	3,331	26,721	- 8.8	7.3	18	2	1,901	212
1-75 Rooms	986	6,615	- 31.6	- 26.5	16	0	682	- 5
Motels	996	7,631	- 24.3	- 17.5	25	- 4	863	- 79

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Property counts only include properties reporting revenues during the reference period.

Table 4: Room Revenue by Urban Centre, Unadjusted

Development Region/ Urban Centre	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	Aug-09	YTD 09	Aug-08	YTD 08	Aug-09	Aug-08	Aug-09	Aug-08
Vancouver Island/Coast	49,625	220,792	-11.4	-11.1	501	-15	16,706	-492
Victoria (C)	17,224	89,963	18.1	-12.9	72	- 4	5,312	-272
Saanich Peninsula	1,512	7,665	-15.2	-12.0	14	- 1	530	- 45
Other CRD	4,807	20,385	8.8	- 8.7	79	- 2	2,240	- 19
Nanaimo (C)	2,678	13,327	-13.8	-10.4	23	0	1,136	-
Port Alberni (C)	584	2,982	15.0	- 8.2	12	0	364	-
Comox Valley	1,993	10,189	3.5	- 8.4	21	1	802	91
Campbell River	1,970	7,789	15.4	-21.4	28	0	942	-
Tofino (DM)	6,926	25,604	2.7	- 4.8	31	1	843	38
Ucluelet (DM)	1,521	4,616	5.5	1.1	21	2	470	73
Rest of Development Region	10,411	38,272	53.1	-54.9	200	-12	4,067	-358
Mainland/Southwest	105,767	649,496	-11.4	-15.2	422	- 1	36,419	-285
Downtown Vancouver (C)	52,025	294,826	13.7	-14.8	84	- 3	12,388	-442
Other Vancouver (C)	7,454	42,471	12.2	-17.3	40	0	3,380	- 42
Richmond (C)	11,104	68,224	20.4	-16.6	26	0	4,041	- 1
Burnaby (C)	3,665	20,119	-	0.0	10	1	2,084	200
Other GVRD	10,535	60,420	16.0	-15.3	77	- 1	6,200	-158
Whistler (RM)	12,776	120,447	4.3	-18.8	58	- 1	4,522	4
Abbotsford/Mission	1,447	9,011	11.1	-10.3	13	- 1	773	- 8
Hope (DM)	749	2,791	2.0	- 6.1	19	0	430	-
Rest of Development Region	6,011	31,187	-	-32.9	95	4	2,601	162
Thompson/Okanagan	46,906	200,801	-14.5	-11.0	488	-11	18,125	- 18
Penticton (C)	6,166	19,849	6.8	- 8.7	40	- 1	1,718	- 1
Kamloops (C)	5,041	26,746	16.5	-13.4	48	- 1	2,944	- 83
Kelowna (C)	9,480	44,245	22.0	-15.0	43	2	2,876	100
Vernon (C)	2,604	12,269	6.1	- 3.8	26	1	1,289	104
Revelstoke (C)	2,566	13,597	17.1	- 2.8	28	0	1,234	-
Golden (T)	2,256	9,736	-17.9	-22.3	33	- 3	1,171	- 91
Osoyoos (T)	3,640	10,696	8.7	- 0.1	30	0	890	-
Oliver/Okanagan Falls	708	2,256	-19.4	-16.7	15	0	222	- 12
Cache Creek (V)	306	1,316	0.4	-10.9	11	- 1	226	- 30
Rest of Development Region	14,140	60,091	-34.1	-26.4	270	- 9	6,893	6,893
Kootenay	11,827	67,901	-12.5	-12.8	240	- 2	6,969	135
Cranbrook (C)	1,354	7,096	13.5	-14.3	19	0	917	-
Fernie (C)	1,033	9,351	-17.6	-17.4	23	1	811	38
Nelson (C)	1,069	5,251	15.7	- 9.8	12	0	456	-
Kimberley	506	4,008	15.4	-10.6	19	- 1	516	- 9
Columbia Valley	3,825	16,058	7.0	-11.5	52	0	1,971	111
Rest of Development Region	8,371	46,203	11.3	-11.9	186	- 3	4,785	97
Cariboo	6,720	36,935	-10.8	-15.1	151	-13	4,548	-460
Quesnel (C)	469	2,589	5.3	-19.9	14	0	445	-
Williams Lake (C)	851	4,545	4.0	- 3.7	10	- 2	545	- 49
Prince George (C)	2,629	17,621	10.3	-17.6	26	- 3	1,788	-295
Valemount/Robson Valley	881	4,186	-28.7	-18.1	16	- 1	465	- 37
Rest of Development Region	2,771	12,179	15.8	-14.1	101	- 8	1,770	-116

Table 4: Room Revenue by Urban Centre, Unadjusted

Development Region/ Urban Centre	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	Aug-09	YTD 09	Aug-08	YTD 08	Aug-09	Aug-08	Aug-09	Aug-08
North Coast	3,974	17,954	- 0.5	-10.8	84	2	2,246	104
Prince Rupert (C)	1,187	6,023	- 0.0	- 6.8	16	0	773	-
Terrace (C)	-	-	-	-	9	- 1	319	- 23
Rest of Development Region	-	-	-	-	59	3	1,154	127
Nechako	1,332	6,432	2.3	- 9.2	56	2	1,191	60
Smithers (T)	667	3,387	- 7.6	-12.3	15	0	473	19
Rest of Development Region	664	3,045	14.6	- 5.6	41	2	718	41
Northeast	5,685	44,804	-20.3	-10.2	77	1	4,711	232
Dawson Creek (C)	1,501	9,577	10.9	1.9	14	- 2	618	- 56
Fort St. John (C)	1,303	11,305	-28.3	-21.2	15	1	1,140	126
Rest of Development Region	2,881	23,922	-27.3	- 8.5	48	2	2,953	162

Note: Data for regions with fewer than 10 properties reporting cannot be released.

Property counts only include properties reporting revenues during the reference period.

Table 5: Historical Room Revenue by Development Region (\$000), Unadjusted

Period	Vancouver Island/Coast	Mainland/ Southwest	Thompson/ Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	BC Total
Annual data									
2004	293,800	870,904	219,949	77,720	43,735	21,257	8,280	51,540	1,587,185
2005	309,134	910,093	236,479	81,467	49,272	22,070	9,649	63,400	1,681,564
2006	323,895	973,879	259,128	88,989	54,701	23,127	9,791	74,099	1,807,609
2007	351,617	1,044,766	293,097	105,026	61,892	27,682	11,246	68,633	1,963,959
2008	340,450	1,056,622	298,525	104,155	62,202	27,376	10,891	77,237	1,977,458
Annual growth rates									
2004	8.1	6.6	8.7	6.1	6.4	2.7	- 1.7	11.9	7.2
2005	5.2	4.5	7.5	4.8	12.7	3.8	16.5	23.0	5.9
2006	4.8	7.0	9.6	9.2	11.0	4.8	1.5	16.9	7.5
2007	8.6	7.3	13.1	18.0	13.1	19.7	14.9	- 7.4	8.6
2008	- 3.2	1.1	1.9	- 0.8	0.5	- 1.1	- 3.2	12.5	0.7
Monthly data									
Aug-08	56,027	119,346	54,891	13,522	7,534	3,995	1,302	7,132	263,748
Sep-08	38,049	93,920	29,023	8,848	6,489	2,973	1,355	7,395	188,051
Oct-08	23,512	71,564	18,400	5,398	5,144	1,696	1,183	7,620	134,517
Nov-08	16,188	54,771	11,844	3,727	3,590	1,389	712	6,890	99,111
Dec-08	14,248	70,682	13,624	8,331	3,462	1,179	555	5,421	117,502
Jan-09	12,066	69,088	14,693	8,660	3,157	960	393	6,601	115,617
Feb-09	15,902	75,141	16,090	9,920	3,182	1,424	498	6,193	128,351
Mar-09	19,162	77,003	17,476	8,831	3,784	1,372	687	6,613	134,928
Apr-09	20,400	66,242	14,959	5,235	3,691	1,166	634	4,215	116,542
May-09	27,711	76,191	20,727	5,775	4,619	1,931	688	3,922	141,564
Jun-09	31,862	84,072	27,371	6,780	5,445	2,964	1,047	5,865	165,407
Jul-09	44,062	95,992	42,579	10,873	6,337	4,163	1,153	5,712	210,871
Aug-09	49,625	105,767	46,906	11,827	6,720	3,974	1,332	5,685	231,835
Year-over-year percent changes									
Aug-08	- 1.1	0.0	6.5	0.8	- 0.7	-15.8	- 8.1	9.7	1.0
Sep-08	- 9.1	- 5.6	- 3.9	- 4.1	0.0	-12.2	- 4.8	25.5	- 5.0
Oct-08	- 3.6	- 2.7	4.9	- 6.9	- 4.9	- 0.1	- 4.9	36.2	- 0.5
Nov-08	- 1.9	- 5.6	- 0.2	- 9.8	-12.6	2.5	- 6.8	30.7	- 2.8
Dec-08	- 6.9	- 9.5	-10.5	- 6.7	- 9.4	21.8	- 2.4	12.1	- 8.0
Jan-09	-11.2	-13.2	- 6.9	-16.5	- 9.9	0.0	-23.2	27.7	-10.7
Feb-09	- 4.1	-14.4	- 7.3	-16.7	-13.1	- 4.5	-13.6	- 4.4	-12.0
Mar-09	-11.4	-17.4	-14.6	-14.6	-17.7	- 9.4	- 6.6	-10.9	-15.6
Apr-09	- 9.8	-11.3	- 7.3	1.4	-20.8	-13.7	-14.2	-27.7	-11.2
May-09	-11.0	-18.0	-15.6	-15.4	-17.3	-11.9	-16.2	-12.6	-16.0
Jun-09	-17.4	-20.6	-15.2	-19.1	-18.8	-23.6	- 9.1	-12.2	-18.7
Jul-09	- 8.8	-14.5	- 3.6	- 4.2	-12.8	-12.5	- 7.7	-14.9	-10.7
Aug-09	-11.4	-11.4	-14.5	-12.5	-10.8	- 0.5	2.3	-20.3	-12.1

August year-over-year growth rates

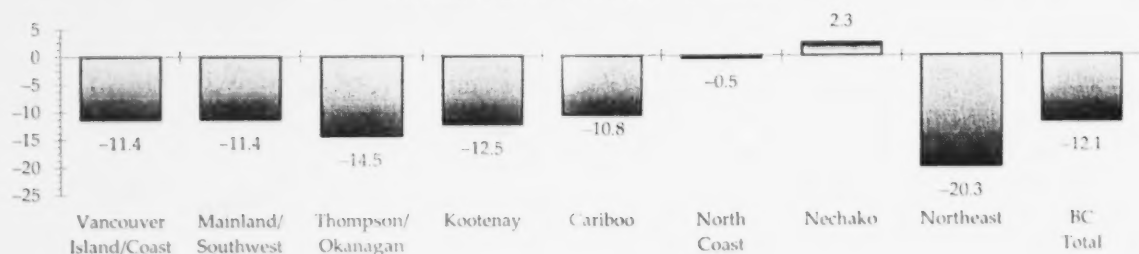


Table 4: Room Revenue by Urban Centre, Unadjusted

Development Region/ Urban Centre	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	Aug-09	YTD 09	Aug-08	YTD 08	Aug-09	Aug-08	Aug-09	Aug-08
North Coast	3,974	17,954	- 0.5	-10.8	84	2	2,246	104
Prince Rupert (C)	1,187	6,023	- 0.0	- 6.8	16	0	773	-
Terrace (C)	-	-	-	-	9	- 1	319	- 23
Rest of Development Region	-	-	-	-	59	3	1,154	127
Nechako	1,332	6,432	2.3	- 9.2	56	2	1,191	60
Smithers (T)	667	3,387	- 7.6	-12.3	15	0	473	19
Rest of Development Region	664	3,045	14.6	- 5.6	41	2	718	41
Northeast	5,685	44,804	-20.3	-10.2	77	1	4,711	232
Dawson Creek (C)	1,501	9,577	10.9	1.9	14	- 2	618	- 56
Fort St. John (C)	1,303	11,305	-28.3	-21.2	15	1	1,140	126
Rest of Development Region	2,881	23,922	-27.3	- 8.5	48	2	2,953	162

Note: Data for regions with fewer than 10 properties reporting cannot be released.

Property counts only include properties reporting revenues during the reference period.

Table 5: Historical Room Revenue by Development Region (\$000), Unadjusted

Period	Vancouver Island/Coast	Mainland/ Southwest	Thompson/ Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	BC Total
Annual data									
2004	293,800	870,904	219,949	77,720	43,735	21,257	8,280	51,540	1,587,185
2005	309,134	910,093	236,479	81,467	49,272	22,070	9,649	63,400	1,681,564
2006	323,895	973,879	259,128	88,989	54,701	23,127	9,791	74,099	1,807,609
2007	351,617	1,044,766	293,097	105,026	61,892	27,682	11,246	68,633	1,963,959
2008	340,450	1,056,622	298,525	104,155	62,202	27,376	10,891	77,237	1,977,458
Annual growth rates									
2004	8.1	6.6	8.7	6.1	6.4	2.7	- 1.7	11.9	7.2
2005	5.2	4.5	7.5	4.8	12.7	3.8	16.5	23.0	5.9
2006	4.8	7.0	9.6	9.2	11.0	4.8	1.5	16.9	7.5
2007	8.6	7.3	13.1	18.0	13.1	19.7	14.9	- 7.4	8.6
2008	- 3.2	1.1	1.9	- 0.8	0.5	- 1.1	- 3.2	12.5	0.7
Monthly data									
Aug-08	56,027	119,346	54,891	13,522	7,534	3,995	1,302	7,132	263,748
Sep-08	38,049	93,920	29,023	8,848	6,489	2,973	1,355	7,395	188,051
Oct-08	23,512	71,564	18,400	5,398	5,144	1,696	1,183	7,620	134,517
Nov-08	16,188	54,771	11,844	3,727	3,590	1,389	712	6,890	99,111
Dec-08	14,248	70,682	13,624	8,331	3,462	1,179	555	5,421	117,502
Jan-09	12,066	69,088	14,693	8,660	3,157	960	393	6,601	115,617
Feb-09	15,902	75,141	16,090	9,920	3,182	1,424	498	6,193	128,351
Mar-09	19,162	77,003	17,476	8,831	3,784	1,372	687	6,613	134,928
Apr-09	20,400	66,242	14,959	5,235	3,691	1,166	634	4,215	116,542
May-09	27,711	76,191	20,727	5,775	4,619	1,931	688	3,922	141,564
Jun-09	31,862	84,072	27,371	6,780	5,445	2,964	1,047	5,865	165,407
Jul-09	44,062	95,992	42,579	10,873	6,337	4,163	1,153	5,712	210,871
Aug-09	49,625	105,767	46,906	11,827	6,720	3,974	1,332	5,685	231,835
Year-over-year percent changes									
Aug-08	- 1.1	0.0	6.5	0.8	- 0.7	-15.8	- 8.1	9.7	1.0
Sep-08	- 9.1	- 5.6	- 3.9	- 4.1	0.0	-12.2	- 4.8	25.5	- 5.0
Oct-08	- 3.6	- 2.7	4.9	- 6.9	- 4.9	- 0.1	- 4.9	36.2	- 0.5
Nov-08	- 1.9	- 5.6	- 0.2	- 9.8	-12.6	2.5	- 6.8	30.7	- 2.8
Dec-08	- 6.9	- 9.5	-10.5	- 6.7	- 9.4	21.8	- 2.4	12.1	- 8.0
Jan-09	-11.2	-13.2	- 6.9	-16.5	- 9.9	0.0	-23.2	27.7	-10.7
Feb-09	- 4.1	-14.4	- 7.3	-16.7	-13.1	- 4.5	-13.6	- 4.4	-12.0
Mar-09	-11.4	-17.4	-14.6	-14.6	-17.7	- 9.4	- 6.6	-10.9	-15.6
Apr-09	- 9.8	-11.3	- 7.3	1.4	-20.8	-13.7	-14.2	-27.7	-11.2
May-09	-11.0	-18.0	-15.6	-15.4	-17.3	-11.9	-16.2	-12.6	-16.0
Jun-09	-17.4	-20.6	-15.2	-19.1	-18.8	-23.6	- 9.1	-12.2	-18.7
Jul-09	- 8.8	-14.5	- 3.6	- 4.2	-12.8	-12.5	- 7.7	-14.9	-10.7
Aug-09	-11.4	-11.4	-14.5	-12.5	-10.8	- 0.5	2.3	-20.3	-12.1

August year-over-year growth rates

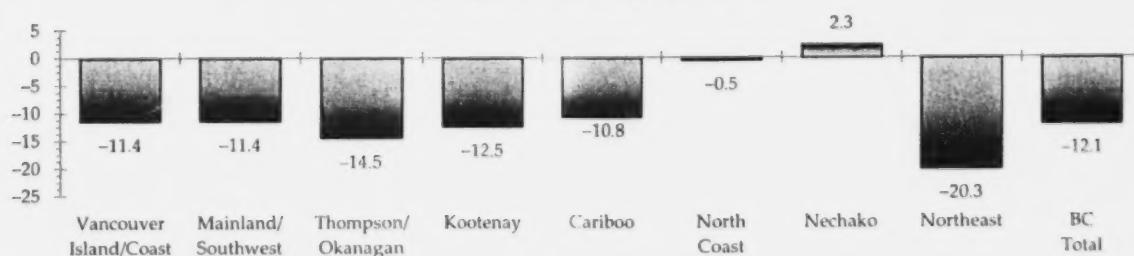


Table 6: Traveller Entries to Canada via BC (000s), Seasonally Adjusted

Period	Total	USA			Overseas			
		Total	Same-day	Overnight	Total	Asia	Europe	Other [†]
Annual data								
2004	7,448	6,039	2,478	3,562	1,409	716	458	235
2005	7,225	5,751	2,314	3,436	1,474	724	494	257
2006	6,846	5,380	1,945	3,435	1,466	717	493	257
2007	6,577	5,062	1,765	3,297	1,515	699	519	297
2008	5,989	4,476	1,432	3,044	1,513	673	514	326
Annual percent changes								
2004	1.5	- 1.6	- 4.0	0.1	17.6	23.9	11.7	11.6
2005	- 3.0	- 4.8	- 6.6	3.5	4.6	1.1	7.8	9.3
2006	- 5.2	- 6.5	-16.0	0.0	- 0.5	- 0.9	- 0.2	0.0
2007	- 3.9	- 5.9	- 9.2	4.0	3.3	- 2.5	5.3	15.6
2008	- 8.9	-11.6	-18.9	7.7	- 0.1	- 3.8	- 1.0	10.0
Monthly data								
Sep-08	500	373	118	255	127	56	43	28
Oct-08	498	373	120	252	125	53	43	28
Nov-08	502	380	120	259	122	53	41	28
Dec-08	489	368	107	261	121	55	41	25
Jan-09	489	370	122	248	119	52	41	26
Feb-09	490	371	123	247	119	53	40	26
Mar-09	483	369	122	246	115	52	38	24
Apr-09	481	364	116	249	117	52	41	24
May-09	483	374	122	252	109	48	39	22
Jun-09	456	352	112	241	103	44	38	21
Jul-09	449	342	106	236	107	46	38	23
Aug-09	443	335	107	228	108	47	40	21
Sep-09	442	337	106	231	105	47	38	20
Month-over-month growth rates								
Sep-08	8.1	11.8	5.7	14.9	- 1.4	- 2.4	0.0	- 1.6
Oct-08	- 0.5	- 0.1	1.8	0.9	- 1.6	- 4.3	0.1	1.0
Nov-08	0.8	1.8	- 0.1	2.7	- 2.2	- 0.2	- 4.5	- 2.6
Dec-08	- 2.6	- 3.0	-10.8	0.6	- 1.3	2.9	- 0.4	-10.8
Jan-09	0.1	0.5	13.3	- 4.8	- 1.1	- 4.3	0.3	3.4
Feb-09	0.1	0.2	1.5	0.4	- 0.3	0.7	- 2.9	1.8
Mar-09	- 1.3	- 0.6	- 1.0	0.4	- 3.5	- 1.0	- 4.1	- 7.4
Apr-09	- 0.5	- 1.2	- 5.5	0.9	1.7	- 1.0	7.5	- 1.7
May-09	0.5	2.7	5.5	1.4	- 6.1	- 6.7	- 5.7	- 5.6
Jun-09	- 5.7	- 5.8	- 8.3	4.5	- 5.6	- 8.2	- 3.2	- 4.3
Jul-09	- 1.3	- 2.9	- 5.3	- 1.8	4.1	4.3	1.0	9.0
Aug-09	- 1.5	- 2.1	0.9	3.5	0.4	1.7	4.7	- 9.3
Sep-09	- 0.1	0.8	- 0.6	1.4	- 2.9	0.0	- 5.4	- 4.7

[†] Oceania (Australia, New Zealand, and other South Pacific nations), North & South America (excluding US), and Africa.
Data Source: Statistics Canada.

Table 7: Transportation Indicators, Seasonally Adjusted

Period	Air Passenger Traffic (000s)				Other Transportation (000s)			
	Vancouver				Victoria		BC Ferries	
	Total	Domestic	Trans-border	Other Int'l.	Total		Vehicles	Coquihalla Hwy Passenger Vehicles
Annual data								
2004	15,726	7,986	3,964	3,776	1,250		8,532	21,955
2005	16,419	8,348	4,107	3,964	1,318		8,539	21,791
2006	16,925	8,712	4,253	3,960	1,390		8,530	21,689
2007	17,495	9,017	4,361	4,118	1,482		8,559	21,690
2008	17,852	9,345	4,336	4,172	1,539		8,227	20,992
Annual growth rates								
2004	9.8	9.9	3.9	16.5	5.7		3.3	2.8
2005	4.4	4.5	3.6	5.0	5.5		0.1	- 0.7
2006	3.1	4.4	3.6	- 0.1	5.5		- 0.1	- 0.5
2007	3.4	3.5	2.6	1.0	6.6		0.3	0.0
2008	2.0	3.6	- 0.6	1.3	3.9		- 3.9	- 3.2
Monthly data								
Sep-08	1,397	745	327	325	128		658	1,679
Oct-08	1,423	761	346	316	130		675	1,736
Nov-08	1,444	763	343	338	132		675	1,726
Dec-08	1,412	738	337	337	117		634	1,653
Jan-09	1,388	714	333	342	128		704	1,759
Feb-09	1,391	733	332	326	125		681	1,737
Mar-09	1,365	718	329	318	125		662	1,708
Apr-09	1,388	727	337	321	128		685	1,748
May-09	1,315	715	314	286	125		683	1,732
Jun-09	1,282	706	304	272	126		700	1,766
Jul-09	1,309	715	308	286	127		697	1,743
Aug-09	1,331	730	310	291	127		705	1,749
Sep-09	1,339	728	310	302	131		706	1,769
Month-over-month growth rates								
Sep-08	- 5.3	- 3.9	- 9.8	- 3.8	- 2.7		- 2.0	- 2.7
Oct-08	1.8	2.1	6.0	2.9	1.2		2.6	3.4
Nov-08	1.5	0.3	- 0.8	6.9	1.3		0.0	- 0.6
Dec-08	- 2.2	- 3.2	- 1.9	0.2	-10.7		- 6.1	- 4.2
Jan-09	- 1.7	- 3.3	- 1.1	1.4	8.8		11.2	6.4
Feb-09	0.2	2.7	- 0.4	1.5	- 1.9		- 3.3	- 1.2
Mar-09	- 1.9	- 2.1	- 0.9	- 2.4	- 0.2		- 2.8	- 1.7
Apr-09	1.7	1.3	2.5	1.9	2.0		3.4	2.4
May-09	- 5.3	- 1.6	- 6.8	-11.9	- 2.2		- 0.3	- 0.9
Jun-09	- 2.6	- 1.3	- 3.2	1.9	0.6		2.6	1.9
Jul-09	2.1	1.3	1.3	5.1	1.5		- 0.5	- 1.3
Aug-09	1.7	2.1	0.6	1.8	- 0.2		1.2	0.3
Sep-09	0.6	- 0.3	0.0	3.7	2.9		0.1	1.1

Data Source: Vancouver Airport Authority, Victoria Airport Authority, BC Ferries and Ministry of Transportation data

x = Data currently not available.

Table 6: Traveller Entries to Canada via BC (000s), Seasonally Adjusted

Period	Total	USA			Overseas			
		Total	Same-day	Overnight	Total	Asia	Europe	Other†
Annual data								
2004	7,448	6,039	2,478	3,562	1,409	716	458	235
2005	7,225	5,751	2,314	3,436	1,474	724	494	257
2006	6,846	5,380	1,945	3,435	1,466	717	493	257
2007	6,577	5,062	1,765	3,297	1,515	699	519	297
2008	5,989	4,476	1,432	3,044	1,513	673	514	326
Annual percent changes								
2004	1.5	- 1.6	- 4.0	0.1	17.6	23.9	11.7	11.6
2005	- 3.0	- 4.8	- 6.6	3.5	4.6	1.1	7.8	9.3
2006	- 5.2	- 6.5	-16.0	0.0	- 0.5	- 0.9	- 0.2	0.0
2007	- 3.9	- 5.9	- 9.2	4.0	3.3	- 2.5	5.3	15.6
2008	- 8.9	-11.6	-18.9	7.7	- 0.1	- 3.8	- 1.0	10.0
Monthly data								
Sep-08	500	373	118	255	127	56	43	28
Oct-08	498	373	120	252	125	53	43	28
Nov-08	502	380	120	259	122	53	41	28
Dec-08	489	368	107	261	121	55	41	25
Jan-09	489	370	122	248	119	52	41	26
Feb-09	490	371	123	247	119	53	40	26
Mar-09	483	369	122	246	115	52	38	24
Apr-09	481	364	116	249	117	52	41	24
May-09	483	374	122	252	109	48	39	22
Jun-09	456	352	112	241	103	44	38	21
Jul-09	449	342	106	236	107	46	38	23
Aug-09	443	335	107	228	108	47	40	21
Sep-09	442	337	106	231	105	47	38	20
Month-over-month growth rates								
Sep-08	8.1	11.8	5.7	14.9	- 1.4	- 2.4	0.0	- 1.6
Oct-08	- 0.5	- 0.1	1.8	0.9	- 1.6	- 4.3	0.1	1.0
Nov-08	0.8	1.8	- 0.1	2.7	- 2.2	- 0.2	- 4.5	- 2.6
Dec-08	- 2.6	- 3.0	-10.8	0.6	- 1.3	2.9	- 0.4	-10.8
Jan-09	0.1	0.5	13.3	- 4.8	- 1.1	- 4.3	0.3	3.4
Feb-09	0.1	0.2	1.5	0.4	- 0.3	0.7	- 2.9	1.8
Mar-09	- 1.3	- 0.6	- 1.0	- 0.4	- 3.5	- 1.0	- 4.1	- 7.4
Apr-09	- 0.5	- 1.2	- 5.5	0.9	1.7	- 1.0	7.5	- 1.7
May-09	0.5	2.7	5.5	1.4	- 6.1	- 6.7	- 5.7	- 5.6
Jun-09	- 5.7	- 5.8	- 8.3	4.5	- 5.6	- 8.2	- 3.2	- 4.3
Jul-09	- 1.3	- 2.9	- 5.3	- 1.8	4.1	4.3	1.0	9.0
Aug-09	- 1.5	- 2.1	0.9	3.5	0.4	1.7	4.7	- 9.3
Sep-09	- 0.1	0.8	- 0.6	1.4	- 2.9	0.0	- 5.4	- 4.7

[†] Oceania (Australia, New Zealand, and other South Pacific nations), North & South America (excluding US), and Africa.
Data Source: Statistics Canada.

Table 7: Transportation Indicators, Seasonally Adjusted

Period	Air Passenger Traffic (000s)				Other Transportation (000s)			
	Vancouver				Victoria	BC Ferries		Coquihalla Hwy
	Total	Domestic	Trans-border	Other Int'l.	Total	Vehicles	Passengers	Passenger Vehicles
Annual data								
2004	15,726	7,986	3,964	3,776	1,250	8,532	21,955	2,572
2005	16,419	8,348	4,107	3,964	1,318	8,539	21,791	2,620
2006	16,925	8,712	4,253	3,960	1,390	8,530	21,689	2,583
2007	17,495	9,017	4,361	4,118	1,482	8,559	21,690	2,712
2008	17,852	9,345	4,336	4,172	1,539	8,227	20,992	1,879
Annual growth rates								
2004	9.8	9.9	3.9	16.5	5.7	3.3	2.8	4.3
2005	4.4	4.5	3.6	5.0	5.5	0.1	- 0.7	1.8
2006	3.1	4.4	3.6	- 0.1	5.5	- 0.1	- 0.5	- 1.4
2007	3.4	3.5	2.6	4.0	6.6	0.3	0.0	5.0
2008	2.0	3.6	- 0.6	1.3	3.9	- 3.9	- 3.2	-30.7
Monthly data								
Sep-08	1,397	745	327	325	128	658	1,679	177
Oct-08	1,423	761	346	316	130	675	1,736	x
Nov-08	1,444	763	343	338	132	675	1,726	x
Dec-08	1,412	738	337	337	117	634	1,653	x
Jan-09	1,388	714	333	342	128	704	1,759	x
Feb-09	1,391	733	332	326	125	681	1,737	x
Mar-09	1,365	718	329	318	125	662	1,708	x
Apr-09	1,388	727	337	324	128	685	1,748	x
May-09	1,315	715	314	286	125	683	1,732	x
Jun-09	1,282	706	304	272	126	700	1,766	x
Jul-09	1,309	715	308	286	127	697	1,743	x
Aug-09	1,331	730	310	291	127	705	1,749	x
Sep-09	1,339	728	310	302	131	706	1,769	x
Month-over-month growth rates								
Sep-08	- 5.3	- 3.9	- 9.8	- 3.8	- 2.7	- 2.0	- 2.7	-19.6
Oct-08	1.8	2.1	6.0	2.9	1.2	2.6	3.4	x
Nov-08	1.5	0.3	- 0.8	6.9	1.3	0.0	- 0.6	x
Dec-08	- 2.2	- 3.2	- 1.9	- 0.2	-10.7	- 6.1	- 4.2	x
Jan-09	- 1.7	- 3.3	- 1.1	1.4	8.8	11.2	6.4	x
Feb-09	0.2	2.7	- 0.4	- 4.5	- 1.9	- 3.3	- 1.2	x
Mar-09	- 1.9	- 2.1	- 0.9	- 2.4	- 0.2	- 2.8	- 1.7	x
Apr-09	1.7	1.3	2.5	1.9	2.0	3.4	2.4	x
May-09	- 5.3	- 1.6	- 6.8	-11.9	- 2.2	- 0.3	- 0.9	x
Jun-09	- 2.6	- 1.3	- 3.2	- 4.9	0.6	2.6	1.9	x
Jul-09	2.1	1.3	1.3	5.1	1.5	- 0.5	- 1.3	x
Aug-09	1.7	2.1	0.6	1.8	- 0.2	1.2	0.3	x
Sep-09	0.6	- 0.3	0.0	3.7	2.9	0.1	1.1	x

Data Source: Vancouver Airport Authority, Victoria Airport Authority, BC Ferries and Ministry of Transportation data

x = Data currently not available

Table 8: Tourism Sector Indicators, Seasonally Adjusted

Period	Employment in key tourism industries ¹ (000s)				Hotel Industry ²		Consumer Price Index ¹	
	Air transport ⁴	Accommodation	Food & beverage services	Arts, entertainment & recreation	Occupancy Rate ³ (%)	Room Rate (\$)	Traveller accommodation	Restaurant meals ⁴
Annual data								
2004	15.5	31.5	125.8	33.1	61.3	115.7	82.5	103.6
2005	15.8	32.9	128.8	33.3	63.9	116.3	80.0	106.6
2006	16.4	35.2	135.1	35.5	65.7	121.9	77.5	109.4
2007	16.7	35.8	141.1	36.5	66.6	128.0	81.1	112.2
2008	16.5	36.4	149.0	35.6	64.4	133.4	83.5	115.1
Annual growth rates								
2004	0.4	0.1	1.3	7.1	5.1	1.8	- 8.4	1.8
2005	1.9	4.5	2.4	0.5	4.4	0.5	- 3.0	2.9
2006	3.7	6.9	4.9	6.8	2.7	4.8	- 3.2	2.5
2007	1.9	1.6	4.5	2.8	1.4	5.0	4.7	2.6
2008	- 1.3	1.7	5.5	- 2.5	- 3.3	4.2	3.0	2.6
Monthly data								
Sep-08	15.8	35.5	151.0	35.9	62.0	132.7	83.4	116.3
Oct-08	16.6	35.5	153.2	36.8	62.7	133.9	83.0	116.5
Nov-08	16.9	35.4	152.6	36.6	62.0	134.4	85.1	116.6
Dec-08	16.4	36.5	153.4	35.3	61.0	131.6	84.8	116.7
Jan-09	16.6	35.6	153.2	37.3	60.7	132.2	82.5	117.0
Feb-09	18.2	35.8	153.6	37.1	62.0	131.2	81.7	117.4
Mar-09	17.8	34.4	151.1	36.7	58.6	129.8	81.4	117.9
Apr-09	18.0	34.0	149.4	36.8	59.0	130.7	81.3	118.0
May-09	16.7	32.8	150.1	37.7	57.4	128.1	80.5	118.1
Jun-09	17.0	32.3	148.2	38.4	57.1	125.0	79.7	118.0
Jul-09	17.1	33.1	149.8	38.2	58.6	123.3	78.6	117.9
Aug-09	17.9	32.9	149.4	37.9	60.7	124.6	79.9	118.4
Sep-09	17.8	33.4	149.9	38.1	59.5	124.9	79.0	118.7
Month-over-month growth rates								
Sep-08	- 5.0	- 1.8	0.7	0.4	- 2.2	- 0.2	0.6	0.3
Oct-08	5.5	0.1	1.5	2.6	0.7	0.9	- 0.5	0.2
Nov-08	1.6	- 0.4	- 0.4	- 0.7	- 0.7	0.4	2.5	0.1
Dec-08	- 3.3	3.1	0.5	- 3.5	- 1.0	- 2.1	- 0.4	0.1
Jan-09	1.5	- 2.3	- 0.1	5.7	- 0.3	0.5	- 2.7	0.3
Feb-09	9.4	0.5	0.3	- 0.7	1.3	- 0.8	- 1.0	0.3
Mar-09	- 2.2	- 3.9	- 1.6	- 0.9	- 3.4	- 1.1	- 0.4	0.4
Apr-09	1.1	- 1.3	- 1.1	0.2	0.4	0.7	- 0.1	0.1
May-09	- 7.1	- 3.4	0.4	2.5	- 1.6	- 2.0	- 1.0	0.1
Jun-09	1.9	- 1.5	- 1.3	1.9	- 0.3	- 2.4	- 1.0	- 0.1
Jul-09	0.3	2.5	1.1	- 0.6	1.5	- 1.4	- 1.4	- 0.1
Aug-09	4.9	- 0.6	- 0.2	- 0.6	2.1	1.1	1.7	0.4
Sep-09	- 0.3	1.4	0.3	0.5	- 1.2	0.2	- 1.1	0.3

¹Data Source: Statistics Canada (Employment data from Survey of Employment Payroll & Hours) and BC Stats

²Data Source: Pannell Kerr Forster and BC Stats

³Occupancy Rate change expressed as percentage point change.

⁴No identifiable seasonality

Table 9: Food Services Receipts, Seasonally Adjusted

Period	Food Services and Drinking Places ¹ Receipts (\$ million)					
	BC ²			Canada		
	Total	Drinking Places	Food Services	Total	Drinking Places	Food Services
Annual data						
2004	6,715	771	5,944	39,818	2,741	37,076
2005	6,916	712	6,203	41,190	2,724	38,466
2006	7,405	576	6,888	43,356	2,580	40,775
2007	7,611	622	6,937	44,637	2,521	42,116
2008	7,664	647	7,017	46,682	2,549	44,133
Annual growth rates						
2004	5.8	6.4	5.7	4.8	3.1	4.9
2005	3.0	-7.6	4.4	3.4	-0.6	3.7
2006	7.1	-19.2	9.4	5.3	-5.3	6.0
2007	2.8	8.1	2.2	3.0	-2.3	3.3
2008	0.7	4.0	1.2	4.6	1.1	4.8
Monthly data						
Sep-08	634	51	578	3,903	211	3,692
Oct-08	642	51	590	3,955	212	3,743
Nov-08	637	55	583	3,925	215	3,710
Dec-08	618	x	x	3,873	213	3,660
Jan-09	657	x	x	3,936	217	3,719
Feb-09	641	x	x	3,950	220	3,730
Mar-09	637	54	587	3,966	219	3,747
Apr-09	650	x	x	3,988	217	3,771
May-09	652	55	598	4,014	215	3,799
Jun-09	652	57	594	3,985	216	3,769
Jul-09	660	58	603	4,014	214	3,800
Aug-09	670	58	614	4,020	216	3,805
Sep-09	678	x	x	4,053	216	3,837
Month-over-month growth rates						
Sep-08	-0.5	x	x	-0.7	-0.5	-0.7
Oct-08	1.3	0.4	2.0	1.3	0.4	1.4
Nov-08	-0.8	8.5	-1.2	-0.8	1.3	-0.9
Dec-08	-3.0	x	x	-1.3	-0.9	-1.4
Jan-09	6.4	x	x	1.6	1.9	1.6
Feb-09	-2.5	x	x	0.3	1.4	0.3
Mar-09	-0.7	-0.9	-0.7	0.4	-0.7	0.5
Apr-09	2.2	x	x	0.6	-0.6	0.6
May-09	0.2	x	x	0.6	-1.1	0.7
Jun-09	0.1	3.5	-0.6	-0.7	0.7	-0.8
Jul-09	1.2	0.8	1.5	0.7	-1.2	0.8
Aug-09	1.5	1.1	1.9	0.2	0.9	0.1
Sep-09	1.2	x	x	0.8	0.2	0.9

¹Data Source: Statistics Canada & BC Stats.

x = Data currently not available.

²Seasonally adjusted totals are calculated by Statistics Canada. Food Services and Drinking Places receipts are BC Stats estimates and may not sum exactly to provincial totals.

Table 8: Tourism Sector Indicators, Seasonally Adjusted

Period	Employment in key tourism industries ¹ (000s)				Hotel Industry ²		Consumer Price Index ¹	
	Air transport ⁴	Accommodation	Food & beverage services	Arts, entertainment & recreation	Occupancy Rate ³ (%)	Room Rate (\$)	Traveller accommodation	Restaurant meals ⁴
Annual data								
2004	15.5	31.5	125.8	33.1	61.3	115.7	82.5	103.6
2005	15.8	32.9	128.8	33.3	63.9	116.3	80.0	106.6
2006	16.4	35.2	135.1	35.5	65.7	121.9	77.5	109.4
2007	16.7	35.8	141.1	36.5	66.6	128.0	81.1	112.2
2008	16.5	36.4	149.0	35.6	64.4	133.4	83.5	115.1
Annual growth rates								
2004	0.4	0.1	1.3	7.1	5.1	1.8	- 8.4	1.8
2005	1.9	4.5	2.4	0.5	4.4	0.5	- 3.0	2.9
2006	3.7	6.9	4.9	6.8	2.7	4.8	- 3.2	2.5
2007	1.9	1.6	4.5	2.8	1.4	5.0	4.7	2.6
2008	- 1.3	1.7	5.5	- 2.5	- 3.3	4.2	3.0	2.6
Monthly data								
Sep-08	15.8	35.5	151.0	35.9	62.0	132.7	83.4	116.3
Oct-08	16.6	35.5	153.2	36.8	62.7	133.9	83.0	116.5
Nov-08	16.9	35.4	152.6	36.6	62.0	134.4	85.1	116.6
Dec-08	16.4	36.5	153.4	35.3	61.0	131.6	84.8	116.7
Jan-09	16.6	35.6	153.2	37.3	60.7	132.2	82.5	117.0
Feb-09	18.2	35.8	153.6	37.1	62.0	131.2	81.7	117.4
Mar-09	17.8	34.4	151.1	36.7	58.6	129.8	81.4	117.9
Apr-09	18.0	34.0	149.4	36.8	59.0	130.7	81.3	118.0
May-09	16.7	32.8	150.1	37.7	57.4	128.1	80.5	118.1
Jun-09	17.0	32.3	148.2	38.4	57.1	125.0	79.7	118.0
Jul-09	17.1	33.1	149.8	38.2	58.6	123.3	78.6	117.9
Aug-09	17.9	32.9	149.4	37.9	60.7	124.6	79.9	118.4
Sep-09	17.8	33.4	149.9	38.1	59.5	124.9	79.0	118.7
Month-over-month growth rates								
Sep-08	- 5.0	- 1.8	0.7	0.4	- 2.2	- 0.2	0.6	0.3
Oct-08	5.5	0.1	1.5	2.6	0.7	0.9	- 0.5	0.2
Nov-08	1.6	- 0.4	- 0.4	- 0.7	- 0.7	0.4	2.5	0.1
Dec-08	- 3.3	3.1	0.5	- 3.5	- 1.0	- 2.1	- 0.4	0.1
Jan-09	1.5	- 2.3	- 0.1	5.7	- 0.3	0.5	- 2.7	0.3
Feb-09	9.4	0.5	0.3	- 0.7	1.3	- 0.8	- 1.0	0.3
Mar-09	- 2.2	- 3.9	- 1.6	- 0.9	- 3.4	- 1.1	- 0.4	0.4
Apr-09	1.1	- 1.3	- 1.1	0.2	0.4	0.7	- 0.1	0.1
May-09	- 7.1	- 3.4	0.4	2.5	- 1.6	- 2.0	- 1.0	0.1
Jun-09	1.9	- 1.5	- 1.3	1.9	- 0.3	- 2.4	- 1.0	- 0.1
Jul-09	0.3	2.5	1.1	- 0.6	1.5	- 1.4	- 1.4	- 0.1
Aug-09	4.9	- 0.6	- 0.2	- 0.6	2.1	1.1	1.7	0.4
Sep-09	- 0.3	1.4	0.3	0.5	- 1.2	0.2	- 1.1	0.3

¹Data Source: Statistics Canada (Employment data from Survey of Employment Payroll & Hours) and BC Stats.

²Data Source: Pannell Kerr Forster and BC Stats.

³Occupancy Rate change expressed as percentage point change.

⁴No identifiable seasonality.

Table 9: Food Services Receipts, Seasonally Adjusted

Period	Food Services and Drinking Places ¹ Receipts (\$ million)					
	BC ²			Canada		
	Total	Drinking Places	Food Services	Total	Drinking Places	Food Services
Annual data						
2004	6,715	771	5,944	39,818	2,741	37,076
2005	6,916	712	6,203	41,190	2,724	38,466
2006	7,405	576	6,788	43,356	2,580	40,775
2007	7,611	622	6,937	44,637	2,521	42,116
2008	7,664	647	7,017	46,682	2,549	44,133
Annual growth rates						
2004	5.8	6.4	5.7	4.8	3.1	4.9
2005	3.0	- 7.6	4.4	3.4	- 0.6	3.7
2006	7.1	-19.2	9.4	5.3	- 5.3	6.0
2007	2.8	8.1	2.2	3.0	- 2.3	3.3
2008	0.7	4.0	1.2	4.6	1.1	4.8
Monthly data						
Sep-08	634	51	578	3,903	211	3,692
Oct-08	642	51	590	3,955	212	3,743
Nov-08	637	55	583	3,925	215	3,710
Dec-08	618	x	x	3,873	213	3,660
Jan-09	657	x	x	3,936	217	3,719
Feb-09	641	x	x	3,950	220	3,730
Mar-09	637	54	587	3,966	219	3,747
Apr-09	650	x	x	3,988	217	3,771
May-09	652	55	598	4,014	215	3,799
Jun-09	652	57	594	3,985	216	3,769
Jul-09	660	58	603	4,014	214	3,800
Aug-09	670	58	614	4,020	216	3,805
Sep-09	678	x	x	4,053	216	3,837
Month-over-month growth rates						
Sep-08	- 0.5	x	x	- 0.7	- 0.5	- 0.7
Oct-08	1.3	- 0.4	2.0	1.3	0.4	1.4
Nov-08	- 0.8	8.5	- 1.2	- 0.8	1.3	- 0.9
Dec-08	- 3.0	x	x	- 1.3	- 0.9	- 1.4
Jan-09	6.4	x	x	1.6	1.9	1.6
Feb-09	- 2.5	x	x	0.3	1.4	0.3
Mar-09	- 0.7	- 0.9	- 0.7	0.4	- 0.7	0.5
Apr-09	2.2	x	x	0.6	- 0.6	0.6
May-09	0.2	x	x	0.6	- 1.1	0.7
Jun-09	0.1	3.5	- 0.6	- 0.7	0.7	- 0.8
Jul-09	1.2	0.8	1.5	0.7	- 1.2	0.8
Aug-09	1.5	1.1	1.9	0.2	0.9	0.1
Sep-09	1.2	x	x	0.8	0.2	0.9

¹Data Source: Statistics Canada & BC Stats

x = Data currently not available

²Seasonally adjusted totals are calculated by Statistics Canada; Food Services and Drinking Places receipts are BC Stats estimates and may not sum exactly to provincial totals

Table 10: Accommodation Category Definitions

Type	Definition
<i>Hotel</i>	These establishments provide suites or guest rooms within a multi-storey or high-rise structure, accessible from the interior only, and they generally offer guests a range of complementary services and amenities, such as food and beverage services, parking, laundry services, swimming pools and exercise rooms, and conference and convention facilities.
<i>Motel</i>	These establishments are designed to accommodate clients travelling by motor vehicle, and provide short-stay suites or guest rooms, within a one or two-storey structure, characterized by exterior access to rooms and ample parking areas adjacent to the room entrances. Limited complementary services and amenities may also be provided. These establishments typically also feature exterior access to rooms.
<i>Freshwater/Saltwater Fishing Lodge</i>	These establishments provide a range of services, such as access to outpost camps or housekeeping cabins, meals and guides, and they may also provide transportation to the facility, and sale of food, beverages, and fishing supplies.
<i>Vacation Rental</i>	These establishments provide temporary or longer-term accommodation, which, for the period of occupancy, may serve as a principal residence. These establishments may also provide complementary services, such as housekeeping, meals and laundry services. (Also includes housekeeping cottages and cabins. These establishments are designed to accommodate vacationers and may include access to private beaches and fishing.)
<i>Miscellaneous</i>	All other properties not included or classified as above, including adventure/ hunting lodges, bed and breakfasts, guest ranches, reservation agencies and resorts.

Table 11: Urban Centre Definitions

Urban centres (and Census subdivisions/CSDs) are classified into various types, according to official designations adopted by provincial or federal authorities. The type indicates the municipal status of a census subdivision.

Type	Definition
C	City
DM	District Municipality
RM	Resort Municipality
T	Town
V	Village

Table 10: Accommodation Category Definitions

Type	Definition
<i>Hotel</i>	These establishments provide suites or guest rooms within a multi-storey or high-rise structure, accessible from the interior only, and they generally offer guests a range of complementary services and amenities, such as food and beverage services, parking, laundry services, swimming pools and exercise rooms, and conference and convention facilities.
<i>Motel</i>	These establishments are designed to accommodate clients travelling by motor vehicle, and provide short-stay suites or guest rooms, within a one or two-storey structure, characterized by exterior access to rooms and ample parking areas adjacent to the room entrances. Limited complementary services and amenities may also be provided. These establishments typically also feature exterior access to rooms.
<i>Freshwater/Saltwater Fishing Lodge</i>	These establishments provide a range of services, such as access to outpost camps or housekeeping cabins, meals and guides, and they may also provide transportation to the facility, and sale of food, beverages, and fishing supplies.
<i>Vacation Rental</i>	These establishments provide temporary or longer-term accommodation, which, for the period of occupancy, may serve as a principal residence. These establishments may also provide complementary services, such as housekeeping, meals and laundry services. (Also includes housekeeping cottages and cabins. These establishments are designed to accommodate vacationers and may include access to private beaches and fishing.)
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